

Strategic Guide for Development for the Central Study Area

Framework Plan

City of Long Beach Redevelopment Agency



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LONG BEACH CENTRAL AREA STRATEGIC GUIDE FOR DEVELOPMENT FRAMEWORK PLAN

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The Framework Plan is a major component of the Long Beach Central Area Strategic Guide and is intended to define land use planning and urban design concepts to facilitate the transformation of the Central Study Area from a blighted area lacking in adequate retail, open space and housing to a vibrant and attractive area within the City of Long Beach.

The Central Study Area is illustrated in figure 2-1 and its boundaries are further described in section 2.1. The Framework Plan consists of the following sections.

Section 1 – Introduction – describes the community involvement process, which led to the recommendations in the Framework Plan. These recommendations include the Vision and Community Design Strategy statements, which were developed with the community to provide a foundation for all aspects of the plan.

Section 2 – Existing Conditions Analysis – provides an understanding of the existing physical and economic conditions, which provide the context for the Framework Plan recommendations.

Section 3 – Areawide Recommendations – provides the framework concepts for the environment of the entire Study Area in terms of Land Use, Open Space and Streetscapes, and Urban Design.

Section 4 – Neighborhood Centers Recommendations – provides recommendations for representative Neighborhood Centers and Transit Oriented District wherein shopping, parks, schools and pedestrian oriented streetscape enhancements are combined to create new focal points for neighborhood services and residential revitalization.

1.2 PROCESS

The Framework Plan for the Long Beach Central Area Strategic Guide was developed through the following activities:

Extensive field surveys were conducted by The Arroyo Group (TAG) to evaluate land uses, streetscapes, open spaces and urban design for both the overall Study Area and within the six Neighborhood Centers and Transit Oriented District. Field inspections and evaluation of existing traffic data for the most significant travel streets in the Study Area was conducted by Linscott, Law and Greenspan (LLG). A demographic analysis of the population of the Central Study area was conducted by Keyser Marston Associates (KMA) to identify support for retail activity. Interdisciplinary planning meetings were conducted by TAG with KMA, LLG and EPT Design (EPT) – the TAG team’s landscape architects.

Discussions were held with Agency, City and Long Beach Unified School District Staff regarding the needs and plans for libraries, parks and schools. Representatives of the Department of Parks, Recreation and Marine and the Department of Libraries presented information at several of the Steering Committee meetings.

An extensive community dialogue was conducted during eight meetings with a Steering Committee composed of members of the Central Project Area Committee and other organizations representing various areas and interests in the Central Study Area. The dialogue with the Steering Committee included:

- definition and refinement of the Vision Statement and Community Design Strategy
- review and refinement of areawide maps of land use, open space and streetscapes and urban design
- mapping of where people work and shop for their various types of retail needs
- questionnaires related to needed uses in the Neighborhood Centers
- discussion of land use, circulation and parking concepts for six Neighborhood Centers and one Transit Oriented District including background data on the trade area for each center and the need for supermarkets and/or drugstores

Refinements were made to Areawide, Neighborhood Centers and Transit Oriented District recommendations based on inputs from the Steering Committee. Periodic progress reports were given to the Council Districts related to the Central Study Area.

1.3 VISION

The Vision for the Central Area Strategic Guide was developed through extensive discussion during the first two Steering Committee Meetings of the strategic planning process. Subsequent refinements in content and terminology were made at later Steering Committee Meetings. Following is the Vision statement that reflects this process.

The Central Study Area is envisioned to be a diverse community comprised of unique neighborhoods, community focal areas and employment centers.

The revitalized Central Study Area will be a community with:

- *Residential neighborhoods that meets the needs of families, seniors and individuals with an emphasis on affordable and accessible ownership opportunities,*
- *More open space and parks,*
- *More community facilities to serve youth, families and seniors including libraries, sports facilities and schools,*
- *Preserved historic residential, commercial and institutional structure and fabric,*
- *New infill and adaptive reuse projects that are economically viable, compatible in scale and appearance with the neighborhoods and focal areas, and*
- *New or rehabilitated residential structures replacing deteriorated housing including “cracker box” apartments.*

Special streetscape treatments will reinforce the unique character of different neighborhoods, link open spaces, parks and community facilities, and enhance the overall appearance of the Central Study Area.

Distinctive neighborhood centers will anchor neighborhoods providing local retail, restaurants and mixed uses combining retail, residential and local-serving office. The diversity of the Central Study Area will be recognized in the preservation of historic structures and integration of cultural themes into the neighborhood centers.

Employment opportunities in the Central Study Area will be increased by the development of the neighborhood centers, new industrial developments, and additional medical-related uses around the hospitals.

The revitalized Central Study Area will take advantage of the unique potentials afforded by the Los Angeles River, light rail accessibility and the proximity of Downtown.

1.4 COMMUNITY DESIGN STRATEGY

Following discussion of the Vision, the Steering Committee then developed a Community Design Strategy. This Strategy was also reviewed and refined during the process to date.

The Central Study Area is envisioned to be a community of quality, diversity and character.

Residential Neighborhoods provide housing that meets the needs of families, seniors and individuals with an emphasis on affordable, home ownership opportunities. *The Neighborhoods:*

- include housing choices ranging from single family, to condominiums and apartments in varied configurations such as duplexes, triplexes and four-plexes,
- preserve historic structures and streetscapes, and
- relate to their unique edges including Downtown Long Beach and the Los Angeles River.

Neighborhood Centers provide retail and community facilities serving the Residential Neighborhoods. *The Neighborhood Centers:*

- include locally oriented or community retail and local office that serve the nearby residential neighborhoods and major employment centers such as the hospitals,
- incorporate new high-density housing options for the elderly and singles,
- contain Public Facilities and Parks or Plazas as needed,
- relate to Blue Line Light Rail Stations where appropriate, and
- celebrate the diversity of the Central Study Area through unique architecture, graphics and public art.

Community Streetscapes and Open Space Networks connect the Residential Neighborhoods with:

- Neighborhood Centers
- Community Shopping Centers for shopping and access to public transportation,
- Public Facilities including Schools, Libraries and Parks,
- Other community serving facilities such as churches and day care centers, and
- the major hospitals and educational Institutions of the Central Study Area including Long Beach City College.

Appropriate pedestrian lighting, street furniture, banners and landscape elements enhance the security, appearance and character of the Streetscape and Open Space Networks.

Employment Areas provide jobs for residents of the Central Study Area at varied, nearby locations including the Industrial District, Service Corridors, Neighborhood Centers, Community Shopping Centers, and Health and Educational Institutions. Light Rail and buses provide connections from the Neighborhood Centers to nearby employment in Downtown, the Port and Airport as well as to jobs in nearby cities.

Effective **Maintenance and Security Programs** support the quality of life in the Residential Neighborhoods, Neighborhood Centers, Community Shopping Areas, Streetscapes and Open Space Networks, and Employment Areas.

CHAPTER 2

EXISTING CONDITIONS ANALYSIS

2.1 LAND USE

This memorandum summarizes the analysis of existing conditions within the Central Study Area. The Central Study Area is an irregular shaped area that follows the major north-south and east-west streets in the south-west portion of the City of Long Beach, just north of Downtown. Figure 2-1 illustrates the project boundaries. The area is roughly bounded the 405 Freeway on the north, Downtown on the south, Terminal Island Highway on the west and Redondo Avenue on the east. The total acreage of the Central Study Area is 3,082 acres. The Central Study Area encompasses the Central Redevelopment Project Area and the Santa Fe corridor that is not included in the Redevelopment Area. This memorandum also addresses the residential areas between the major corridors. The accompanying Figure 2-2 “Existing Generalized Land Uses” illustrates existing land uses in the Central Study Area.

Long Beach has a population density of 9,149 persons per square mile, which is higher than many other cities regarded as dense including Los Angeles, Detroit and Baltimore. Within Long Beach, there are areas that are very dense and others are less dense. The west, south and north areas (parts of which are within the Central Study Area) of the City are very dense with 11,960, 13,746, and 9,819 residents per square mile. The east area of the City is far less dense, with only 5,360 residents per square mile.

A. RESIDENTIAL USES

Residential uses are the predominant land use in the Central Study Area, approximating 47% of the total land area or 1,444 acres. Of these 1,444 residential acres, approximately 37% or 537 acres are single-family units and the remaining 907 acres are a mix of townhouses, mixed style homes and multifamily units.

While single-family homes are distributed throughout the Central Study Area, the stable single-family neighborhoods are concentrated in the North & South Wrigley, Upper Westside, Westside, and Franklin School neighborhoods. There are also two historic districts within the Central Study Area – the Drake Park Historic Neighborhood and Craftsman Historic District.

The rest of the residential areas are a mix of single family, townhouses, medium- to high-density apartments or condominiums. It should be also noted that a number of single-family unit parcels have been converted to multifamily, either through the subdivision of existing structures or through the construction of additional structures.

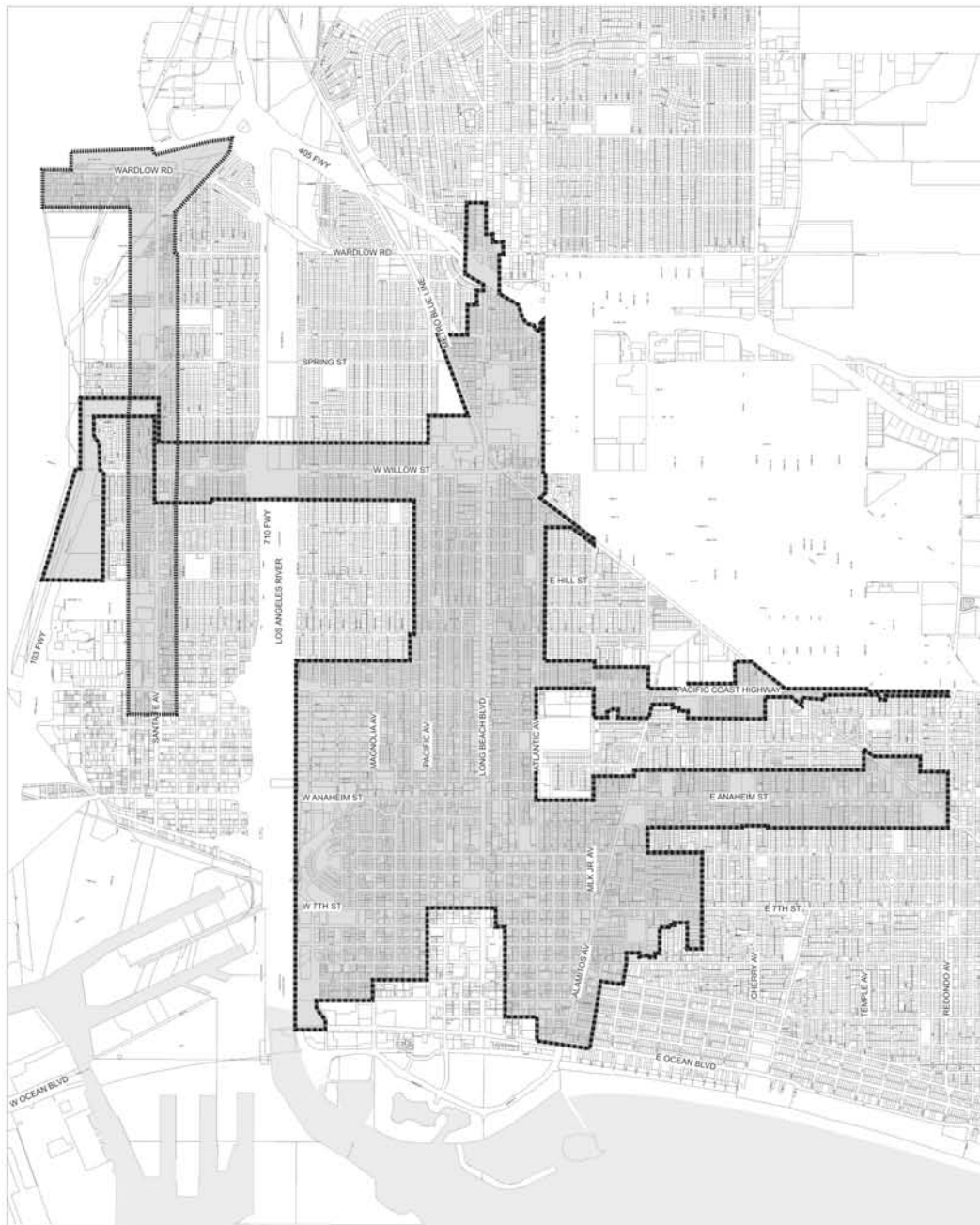
B. COMMERCIAL USES

Commercial uses comprise 13% or 391 acres in the Central Study Area. Commercial uses are typically located on the major traffic corridors in the Central Study Area while the areas between the corridors primarily are residential. The major east-west commercial corridors include Pacific Coast Highway and Anaheim Street while the major north-south commercial corridors are Long Beach Boulevard and Santa Fe Avenue. Minor commercial corridors include Pacific Avenue and Atlantic Avenue in the north-south direction and Willow Street and 7th Street in the east-west orientation. The retail and commercial uses along the corridors are generally neighborhood- serving uses on shallow parcels with limited parking.

Downtown Long Beach is located directly to the south of the Central Study Area and is a major regional attraction. Wrigley Community Shopping Center is located at Long Beach Boulevard and Willow Street and serves the northern portion of the Central Study Area. American Marketplace, a Community Shopping Center, is planned in the southern part of the Central Study Area at the intersection of Atlantic and Anaheim.

C. INDUSTRIAL USES

Industrial uses comprise 244 acres or 7.5% of the total land area in the Central Study Area. Industrial uses are primarily located in the Magnolia Industrial Area, generally bound by Pacific Coast Highway, Anaheim Street, Magnolia Avenue and Santa Fe Avenue. The range of industrial uses varies from light manufacturing to warehouse and storage facilities.



-  Central Study Area Boundary
-  Santa Fe Corridor
-  Central Redevelopment Project Area

Figure 2-1

Central Study Area

City of Long Beach
Central Area Strategic Guide



D. SCHOOLS & PARKS

A number of schools and parks are located within the Central Study Area. Parks comprise 92 acres or 3% of the total study area. Please refer to Section 2.3 & 2.4 for a discussion on existing park resources and schools in the Central Study Area. Schools contribute approximately 81 acres of additional open space to the Study Area.

E. CHURCHES & OTHER RELIGIOUS USES

Churches and other religious uses are distributed among all the land uses in the Central Study Area, but are most often located along the commercial corridors.

F. INSTITUTIONAL USES

There are two major hospitals in the Central Study Area. Long Beach Memorial Center located at Willow & Long Beach Boulevard and St. Mary's Medical Center at Atlantic and 10th Street.

G. ROADWAYS AND PUBLIC R-O-W

The Los Angeles River and roadways, not including the 405 and 710 freeways, occupy over 73 acres of the Study Area, equaling a little over 2% of the total land area.

2.2 ARCHITECTURE & URBAN FORM

Central Long Beach is a large area with a broad range of architecture ranging from older single family neighborhoods to strip commercial along the corridors.

The predominantly single family neighborhoods in the Central Study Area including Westside and North Wrigley are generally single story. Ranch style is the most prevalent of architectural styles in these neighborhoods. In the more mixed style neighborhoods, the heights vary between one and two stories tall. These neighborhoods are also older than the northern neighborhoods. Spanish Colonial, Craftsman, and Classical Revival are all architectural styles that are commonly found in these neighborhoods. Most of the larger multifamily structures are 3 to 4 stories or taller. Most of these structures have been built in the last few decades and reflect the architectural character of that era.

The majority of the commercial structures along the arterials are one story tall. These are stucco frame structures that are built at the property line next to the sidewalk. In general, these are nondescript structures with no special identifying character with a smattering of historic structures. Two major exceptions are Pacific Avenue and Anaheim Blvd., which have several 1930's buildings in the Art Deco and Streamline Moderne style as well as older turn-of-the-century traditional commercial structures. Along some of the arterials such as Long Beach Boulevard and PCH, there are several fifties-style automobile-oriented structures (car washes, motels, etc.) with the exuberant signage that was prevalent at the time.

The two major institutions, Long Beach Memorial Medical Center and St. Mary's Medical Center, within the Central Study Area are groupings of generally large, multistory structures and reflect a more contemporary architectural style.

2.3 OPEN SPACE & STREETSCAPE

The City of Long Beach has recently completed a Strategic Plan for the Department of Parks, Recreation and Marine. The following summary of the existing park and open space system as it relates to the Central Study Area and is generally based on the Draft Open Space and Recreation Element (Strategic Plan).

The City of Long Beach has 94 parks encompassing 1,425 acres. In addition there are 247 acres of beaches, 568 acres of golf courses, and 373 water recreation acres. The ratio of open space per capita is 5.6 acres per 1,000 residents. This is lower than in past years and relatively low compared to other high-density cities in the United States. The Department of Parks, Recreation, and Marine has set the open space standard at 8 acres per 1,000 residents as a target for the City. To meet this target, the City as a whole needs 1,080 acres over what currently exists.

Outdoor recreation open space land is unevenly distributed in Long Beach. Much of the recreation open space is located in the eastern and coastal sections of the City, while most of the population growth has occurred in the central, western and northern sections. These areas are seriously under-served and have the highest population densities. This includes the Central Study Area.

This disproportionate share of parks in the central, western and northern areas of the City has made it difficult for much of the youth population to have access to recreation open space and recreation facilities. A goal and policy of both the Draft Open Space and Recreation Element and this Strategic Guide for Development is to give priority to adding recreation open space and recreational facilities in areas that are most under-served.

There are only 60.28 acres of parks within Central Study Area. In addition, there are 58.6 acres of park space in park sites immediately adjacent to the Study Area. There is an additional 81.17 acres of open space at school sites within the Central Study Area.

This high level of population density increases the need for park space within the Central Study Area. Given this high density, families have limited yard space to recreate. The high level of population density also makes it more difficult to develop and maintain park space, given the high demand for land area. Competing needs including housing, commercial space and even public services vie for the limited space available.

While the numbers of acres of parkland is an important indicator of overall park resources, it does not clearly indicate how accessible park resources are to residents. Much of the parkland in Long Beach is concentrated on the eastern edge of the City, while the majority of the City's residents are in the central and northern areas. Figure 2-3 shows the distribution of park space within the Central Study Area and demonstrates that park needs are not met in this part of the City. Table 2-1 shows that the number of persons served per park acre varies widely ranging from 100 to nearly 8,000 residents per acres.

TABLE 2-1
CITY PARKS AND POPULATION SERVED IN THE CENTRAL STUDY AREA

Neighborhood or Community Park	Acres in Parks	Population Served	Served per Acre
Admiral Kidd	7.43	3,518	473
Cesar Chavez	9.66	33,048	3,421
Drake	6.15	5,933	964
MacArthur	3.65	9,623	2,636
Orizaba	2.57	8,170	3,179
Silverado	11.73	28,741	2,450
Hudson	12.76	1,295	101
Martin Luther King Jr.	8.71	67,999	7,807
Veterans	14.71	37,469	2,547

The tables (2-2 and 2-3) below identify the parks and recreational facilities in the Central Study Area, as well as the recreational facilities associated with public schools. There are also several private schools in the Central Study Area that are not identified, but likely have some recreation open space component.

TABLE 2-2
CITY PARKS AND RECREATION FACILITIES IN THE CENTRAL STUDY AREA

Park Name	Type*	Acres	Recreational Facilities
Admiral Kidd	N	9.28	Activity Center, Baseball, Basketball, Benches, Football, Green Space, Horseshoes, Picnic Tables, Playground, Sand Lots, Soccer
Cesar Chavez	C	24.41	Benches, Community Center, Green Space, Picnic Tables, Playground
Drake	N	6.30	Baseball, Basketball, Benches, Community Center, Football, Green Space, Hand/Racquetball, Picnic Tables, Playground, Soccer, Tennis, Volleyball
East Village Arts	M	0.09	Green Space
Fourteenth Street	M	1.71	Benches, Green Space, Playground
LB Senior Center	S	0.92	Benches, Community Center
MacArthur	N	3.76	Basketball, Benches, Community Center, Green Space, Picnic Tables, Playground, Volleyball
Orizaba	N	2.53	Basketball, Benches, Green Space, Picnic Tables, Playground
Silverado	C	11.28	Baseball, Basketball, Benches, Community Center, Green Space, Gymnasium, Picnic Tables, Playground, Rollerhockey, Sand Lots, Soccer, Softball, Swimming, Tennis, Volleyball
Total Acres		60.28	
Parks immediately adjacent to the Central Study Area:			
Chittick Field	S	18.00	Green Space, Picnic Tables, Soccer, Softball
Hudson	N	13.00	Baseball, Benches, Green Space, Picnic Tables, Playground, Soccer
Lincoln	S	4.80	Benches, Coastal Viewing, Green Space
Martin Luther King Jr.	C	8.20	Benches, Community Center, Green Space, Picnic Tables, Playground, Soccer, Softball, Swimming
Veterans	C	14.60	Baseball, Basketball, Benches, Community Center, Green Space, Picnic Tables, Playground, Sand Lots, Soccer, Softball, Tennis, Volleyball
Total Acres		58.60	

***Park Types:** C = Community Park, M = Mini Park, N = Neighborhood Park, S = Special Use Park

Mini Parks (M) – small parks serving residents within one-eighth mile radius. Mini parks are generally less than 2 acres in size.

Neighborhood Parks (N) – basic units of the parks system and serve as the recreational and social focus of a neighborhood. These parks are intended to serve residents within one-quarter mile radius in high-density areas such as the Central Study Area.

Community Parks (C) – serve a broader purpose than neighborhood parks, focusing on community recreation, including sports fields, and preserving unique landscapes and open spaces. Community parks are intended to serve residents within a one-mile radius.

Regional Parks (R) – serve a broader purpose than community parks. Their purpose is to meet community based recreational needs, as well as to preserve unique landscapes and open spaces. Regional parks are intended to serve residents within a five-mile radius.

Greenways Parks (G) – are used to tie the park system components together to form a continuous park environment. These include undeveloped ribbons of green space like r-o-w easements.

Beaches (B) – Long Beach has approximately 6.5 linear miles of beach comprising approximately 247 acres. Although owned by the State, the City is responsible for operating and maintaining the beach and beach facilities.

**TABLE 2-3
LONG BEACH SCHOOL RECREATION FACILITIES IN THE CENTRAL STUDY AREA**

School	Acres	Green Acres	Recreational Facilities
<i>Elementary</i>			
Burnett	4.44	1.76	Basketball, Playground, Volleyball
Edison	5.72	2.69	Basketball, Playground, Volleyball
Hudson	16.37	10.15	Basketball, Playground, Volleyball
International	2.38	0.5	Basketball, Playground, Volleyball
Lincoln	5.82	2.68	Basketball, Playground, Volleyball
Roosevelt	3.83	2.02	Basketball, Playground, Volleyball
Stevenson	2.6	1.21	Basketball, Playground, Volleyball
Webster	13.05	7.28	Basketball, Playground, Volleyball
Whittier	5.54	2.65	Basketball, Playground, Volleyball
<i>Middle</i>			
Franklin	5.76	3.9	Baseball, Basketball, Gymnasium, Volleyball
Robinson	8.75	3.3	Baseball, Basketball, Gymnasium, Volleyball
Stephens	14.9	5.89	Baseball, Basketball, Gymnasium, Volleyball
Washington	4.57	2.12	Baseball, Basketball, Gymnasium, Volleyball
<i>High</i>			
Polytechnic	28.22	13.02	Baseball, Basketball, Football, Gymnasium, Tennis, Swimming Pool, Volleyball
Cabrillo/Savannah*	46.85	22	Baseball, Basketball, Football, Gymnasium, Tennis, Volleyball
Reid	3.43	0	None
Total Acres	172.2	81.17	

* Cabrillo/Savannah High School is located partially within the Central Study Area.

Analysis of Park Resources

Admiral Kidd, Martin Luther King, Jr., and 14th Street Parks are undersized for the functions they perform and the City's long range plans call for those three parks to be expanded.

Park Location Needs. In general, substantial park space is needed in the Central Study Area, but the key neighborhoods where a neighborhood park presence is needed are the following:

- East Village
- Washington Middle School (or expand 14th Street),
- South Wrigley, North Wrigley (near or around Birney School),
- Westside (east of Santa Fe, near Willow),
- King (near Hill east of Long Beach Boulevard),
- between PCH and Anaheim near Walnut,
- Craftsman (between 7th and 10th, Alamitos and Cherry), and
- Alamitos Beach (4th to Ocean, near Orange or Falcon).

2.4 PUBLIC SERVICES

A. SCHOOLS

The Central Study Area is located within the Long Beach Unified School District. (LBUSD). The Study Area includes nine elementary schools, four middle schools and three high schools – Polytechnic, Reid and Cabrillo/Savannah, the latter of which is partially within the Central Study Area. Several other private schools are also located within the Central Study Area including various charter and private religious schools. Table 2-4 identifies the existing LBUSD facilities within the study area.

**TABLE 2-4
LONG BEACH SCHOOL FACILITIES IN THE CENTRAL STUDY AREA**

School	Acres
<i>Elementary</i>	
Burnett	4.44
Edison	5.72
Hudson	16.37
International	2.38
Lincoln	5.82
Roosevelt	3.83
Stevenson	2.60
Webster	13.05
Whittier	5.54
<i>Middle</i>	
Franklin	5.76
Robinson	8.75
Stephens	14.90
Washington	4.57
<i>High</i>	
Polytechnic	28.22
Cabrillo/Savannah*	46.85
Reid	3.43
Total Acres	172.23

* Cabrillo/Savannah High School is located partially within the Central Study Area.

Schools within the Central Study Area are generally overcrowded and large numbers of students are bussed to other facilities outside the area. Several of the schools have temporary classrooms and other facilities in trailers and a shortage of play space is common. A new elementary school is under construction at Broadway and Golden in the southwest portion of the study area.

The LBUSD has identified the need for three new elementary schools, and at least a new middle and high school each to serve the needs of the current students within the Central Study Area. In addition, the need for more facilities are anticipated to serve the projected population growth with several hundred new housing units proposed in and around the study area.

The City of Long Beach Parks, Recreation and Marine Department and the LBUSD have begun a partnership that attempts to maximize the use of available resources by creating joint use facilities including common sports fields and community rooms.

B. LIBRARIES

There are three branches of the Long Beach Public Library System within the Central Study Area. The Mark Twain branch is located on East Anaheim Street at MacArthur Park; the Bret Harte branch is located on Willow Street at Adriatic Avenue; and Burnett is located on Hill Street at Atlantic Avenue. Please refer to Figure 5-1 in the next section for mapped locations. The Long Beach Public Library System uses a one-mile radius as a standard service area for libraries. While the three libraries cover the geographical area with the study area, all three libraries are significantly undersized based on current demand.

- 79.4% of all cardholders at the Mark Twain Neighborhood Library live within one-mile of the branch and 80.6% of this branch's circulation is within the same radius.
- 61.3% of all cardholders at the Bret Harte Neighborhood Library live within one-mile of the branch and 70.2% of this branch's circulation is within the same radius.
- 77.9% of all cardholders at the Burnett Neighborhood Library live within one-mile of the branch and 81% of this branch's circulation is within the same radius.

A grant application for the expansion of the Mark Twain branch has been submitted to the State of California. This proposal will relocate the library a block to the east allowing for the expansion of MacArthur Park. The new facility is proposed to be a state-of-the-art facility. Library staff is interested in expanding the other two branches as well. However, with limited financial resources, these desired expansions may not take place in the near future.

2.5 TRANSPORTATION & CIRCULATION

A. CONTEXT

The Central Long Beach study area is an irregularly shaped area, which follows the major north-south and east-west streets in the southwest portion of the City of Long Beach adjacent to Downtown (See Figure 1-1). Streets in the study area are on a rectangular grid oriented north-south and east-west. Long Beach is a mature city, with all of the study area streets already constructed in accordance with the Transportation Element of the General Plan. The Central Long Beach area is served by the San Diego Freeway (I-405) and Long Beach Freeway (I-710), Long Beach Transit and the Metro Blue Line, which connects downtown Long Beach with downtown Los Angeles.

B. PUBLIC STREETS

North-South Streets

Table 2-5 summarizes existing conditions on the north-south streets. Presented on Table 2-5 is a tabulation showing the street segment, number of traffic lanes (total lanes in both directions exclusive of left-right-turn lanes), median description, posted speed limit, and curb parking description. The following north-south streets are described in Table 2-5:

- Santa Fe Avenue
- Pacific Avenue
- Long Beach Boulevard
- Atlantic Avenue
- Alamitos Avenue
- Cherry Avenue

Santa Fe Avenue (Table 2-5A) has a 4-lane roadway with a curbed median to accommodate left-turn movements and a posted speed limit of 35 miles per hour (mph). There is no limited time parking during the day, no overnight parking (2AM-6AM), and no parking for street cleaning (4AM-8AM) on Tuesdays (west side of street) and Wednesdays (east side of street).

Pacific Avenue (Table 2-5B) has a 4-lane roadway with both painted and curbed median and a speed limit of 30 mph. North of Willow Street, the Pacific Avenue median is a painted two-way left-turn lane. Between Willow Street and Pacific Coast Highway the median is curbed and accommodates left-turn movements. From Pacific Coast Highway to 8th Street the median is a painted two-way left-turn lane. Between 8th Street and 1st Street the median is curbed with the northbound Metro Blue line in the median. There is no parking (4AM-8AM) for street cleaning on Wednesdays (west side of the street) and Tuesdays (east side of the street). Limited time parking is in effect between Willow Street and Burnett Street (2-hour, 9AM-6PM), Burnett Street and 23rd Street (1-hour, 9AM-6PM), 21st Street and Pacific Coast Highway (1-hour, 9AM-6PM), and 14th Street and Anaheim Street (2-hour, 9AM-6PM). Two-hour metered parking ((AM-6PM) is in effect between 8th Street and 5th Street.

Long Beach Boulevard (Table 2-5C) has a 4-lane roadway with a curbed median and a posted speed limit of 35 mph north of Willow Street and 30 mph south of Willow Street. South of Willow the Metro Blue Line (Light Rail Transit) runs in the Long Beach Boulevard median. Curb parking is limited to 2-hours (9AM-6PM), with no parking for street cleaning (4AM-8AM) on Tuesdays (west side of street) and Wednesdays (east side of street).

Atlantic Avenue (Table 2-5D) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. Curb parking is limited to 2-hours (9AM-6PM), with no parking for street cleaning (4AM-8AM) on Tuesdays (east side of street) and Wednesdays (west side of street).

Alamitos Avenue (Table 2-5E) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. There is no curb parking time limit during the day, with no parking for street cleaning (4AM-8AM) on Thursdays (west side of street) and Fridays (east side of street).

Cherry Avenue (Table 2-5F) has a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 25 mph. There is no curb parking time limit during the day, with no parking for street cleaning (4AM-8AM) on Thursdays (west side of street) and Fridays (east side of street).

East-West Streets

The east-west streets are summarized in Table 2-6, which is similar in format to Table 6-1, showing the number of traffic lanes, median description, posted speed limit, and curb parking description. The following east-west streets are described in Table 2-6:

- Willow Street
- Pacific Coast Highway (PCH) (State Route 1)
- Anaheim Street
- Seventh Street

Willow Street (Table 2-6A) varies from four-lanes to six-lanes. Except for the roadway segment between the Long Beach Freeway (I-710), Willow Street is 4-lanes west of Magnolia Avenue and 6-lanes east of Magnolia Avenue. Both the 4-lane and 6-lane portions of Willow Street have a curbed median to accommodate left-turns and a 35 mph posted speed limit. West of Golden Avenue there is no curb parking time during the day. No parking for street cleaning (4AM-8AM) on Wednesdays (north side of street) and Tuesdays (south side of street) is in effect over the entire study area segment of Willow Street. Between Golden Avenue and Eucalyptus Avenue curb parking is limited to 2-hours (9AM-6PM). Between Eucalyptus Avenue and Pacific Avenue curb parking is also limited to two-hours (6:30AM-8:30 PM). Peak period parking restrictions are in force between Pacific Avenue and Atlantic Avenue; no parking on the north side of the street from 6:30AM to 8:30AM) and no parking on the south side of the street from 4PM to 6PM.

Pacific Coast Highway (PCH) (Table 2-6B) is a 6-lane roadway except at Santa Fe Avenue, where it is a 4-lane roadway. PCH has a painted centerline with painted left-turn lanes. The posted speed limit is 40 mph west of Magnolia Avenue and 35 mph east of Magnolia Avenue. No parking for street cleaning (4AM-7AM) is in effect on Wednesdays (north side of street) and Tuesdays (south side of street) between Santa Fe Avenue and Magnolia Avenue, and east of Magnolia Avenue (4AM-8AM) Wednesdays and Tuesdays. There are no curb parking time limits west of Cedar Avenue. Between Cedar Avenue and Alamitos Avenue there are 2-hour curb parking time limits (9AM-6PM) on the north side of the street, with tow away no stopping any time 7AM-9AM to accommodate northbound morning commute period traffic. There is also a tow away no stopping any time (3PM-6PM) on the south side of PCH to accommodate southbound afternoon peak period commute traffic.

Anaheim Street (Table 2-6C) is a 4-lane roadway with a painted centerline and painted left-turn lanes. The posted speed limit is 30 mph. No parking for street cleaning (4AM-8AM) is in effect on Wednesdays (north side of street) and Tuesdays (south side of street). There is also a 2-hour curb parking time limit (9AM-6PM).

Seventh Street (Table 2-6D) is a 3-lane one-way roadway west of Martin Luther King Jr. Avenue and a two-way 4-lane roadway with a painted centerline and painted left-turn lanes east of Martin Luther King. The posted speed limit is 30 mph on the one-way segment and 35 mph on the two-way segment. No parking for street cleaning (4AM-8AM) is in effect on Tuesdays (north side of street) and Wednesdays (south side of street). There is also 2-hour limit metered curb parking (9AM-6PM) between the Long Beach Freeway (I-710) and Martin Luther King Jr. Avenue, and curb parking time limit east of Martin Luther King.

C. PUBLIC TRANSIT SERVICE

Public transit service to the Central Long Beach study area is provided by Long Beach Transit, with bus routes on all of the major streets in the Central Study Area; by Metropolitan Transportation Authority (MTA) buses; and the Metro Blue Line light rail in the median of Long Beach Boulevard. Table 2-7 describes the public transit service, showing direction of travel, street traveled, route number and designation, and headway (time between busses). Table 2-7A presents the 16 Long Beach Transit routes that travel on the north-south streets. Table 2-7B presents the 19 Long Beach Transit routes that travel on the east-west streets, including four routes that also travel on the north-south streets (Routes 172, 174, 181, and 182). Table 2-7C presents the MTA bus lines and the Metro Blue Line light rail on Long Beach Boulevard. All 31 Long Beach Transit routes provide bus service to the Central Long Beach study area. Easy access to all bus routes and to the Blue Line is provided by the downtown Transit Mall.

In addition to the Long Beach Transit and MTA service, portions of the Central Long Beach study area are also served by the Pine Avenue Link and the Village Tour D'art shuttles. The Pine Avenue Link provides free service between Downtown, the Convention Center, Shoreline Village, and the Aquarium of the Pacific. The Village Tour D'art consists of two routes, West Village (west of Pine Avenue) and East Village (east of Pine Avenue), and provides access to museums, parks, art galleries, boutiques, cafes, historical locations and architectural sites on a daily basis.

D. STUDY AREA TRAFFIC VOLUMES

Daily traffic volumes on the Central Long Beach study area streets are presented in Table 2-8 (north-south streets) and Table 2-9 (east-west streets), and are discussed below.

North-South Streets

Santa Fe Avenue. Current traffic volumes on Santa Fe Avenue between West Willow Street and 17th Street range from 12,200 vehicles per day (vpd) south of Pacific Coast Highway to 14,800 vpd south of West Willow Street, with a volume of 13,100 vpd north of Pacific Coast Highway.

Long Beach Boulevard. Current traffic volumes on Long Beach Boulevard between Anaheim Street and Willow Street range from 17,800 vpd north of Anaheim Street to 19,700 vpd south of Willow Street.

Atlantic Avenue. Current traffic volumes on Atlantic Avenue range from 14,100 vehicles per day (vpd) north of Seventh Street to 27,900 vpd north of East Willow Street, with 21,500 vpd between Anaheim Street and Pacific Coast Highway.

Alamitos Avenue. Current traffic volumes on Alamitos Avenue range from 12,200 vehicles per day (vpd) north of Seventh Street to 11,000 vpd north of Anaheim Street.

Cherry Avenue. The current traffic volume on Cherry Avenue between Anaheim Street and Pacific Coast Highway is 15,900 vehicles per day East-West Streets.

East-West Streets

Willow Street. Current traffic volumes on West Willow Street range from 32,600 vehicles per day (vpd) west of Long Beach Boulevard to 25,200 vpd east of Santa Fe Avenue, with a volume of 31,300 vpd west of Magnolia Avenue and 29,700 east of Long Beach Boulevard.

Pacific Coast Highway. Current traffic volumes on Pacific Coast Highway between Magnolia Avenue and Redondo Avenue range from 39,600 vehicles per day (vpd) west of Magnolia Avenue to 32,600 vpd west of Redondo Avenue, with 44,000 vpd between Long Beach Boulevard and Atlantic Avenue.

Anaheim Street. Current traffic volumes on West Anaheim Street range from 30,300 vehicles per day (vpd) east of Santa Fe Avenue to 25,000 vpd west of Long Beach Boulevard. Current traffic volumes on East Anaheim Street range from 30,000 vpd east of Long Beach Boulevard to 28,200 vpd west of Redondo Avenue, with 35,600 vpd west of Alamitos Avenue and 33,000 vpd west of Cherry Avenue.

Seventh Street. Current traffic volumes on West Seventh Street range from 15,400 vehicles per day (vpd) west of Magnolia Avenue to 17,000 vpd west of Long Beach Boulevard. Current traffic volumes on East Seventh Street range from 18,100 vpd east of Long Beach Boulevard to 34,000 vpd west of Redondo Avenue, with 33,000 vpd between Alamitos Avenue and Cherry Avenue.

Freeways

San Diego Freeway (I-405). Current traffic on the San Diego Freeway ranges between 246,000 vehicles per day (vpd) at Santa Fe Avenue to 260,000 vpd at Redondo Avenue, with 263,000 vpd at Orange Avenue.

Long Beach Freeway (I-710). Current traffic on the Long Beach Freeway ranges between 114,000 vehicles per day (vpd) at West Anaheim Street to 144,000 vpd at West Willow Street.

F. BIKEWAYS

Existing bikeways in the Central Long Beach study area consists of two Class I Bikeways¹ (the Los Angeles River bike path, and the Shoreline Beach bike path), and a Class III Bikeway on Pacific Coast Highway.

In the short-term, bikeways proposed in the December, 2001, Long Beach Bicycle Master Plan that will serve the Central Long Beach study area, consists of three Class II Bikeways (First-Second Street between Junipero Avenue and Orange Avenue, and Broadway-Third Street between Alamitos Avenue and Magnolia Avenue, and Pacific Avenue north of Pacific Coast Highway, and six Class III Bikeways (Pacific Avenue south of Pacific Coast Highway, Alamitos Avenue-Orange Avenue, Tenth Street, Santa Fe Avenue, Chestnut Avenue-Seventh Street, and segments parallel to the Los Angeles River, plus a third Class III Bikeway connecting the two Class II Bikeway segments.

In the medium-term, the Bicycle Master Plan calls for a bikeway on Ocean Boulevard between Magnolia Avenue and Alamitos Avenue, and on Pacific Coast Highway. Long-term bikeways are shown on Magnolia Avenue, Alamitos Avenue, Willow Street and Shoreline Drive.

¹ **Class I Bikeway (Bike Path):** Provides for bicycle travel on a paved right-of-way completely separated from any street or highway.

Class II Bikeway (Bike Lane): Provides a striped lane for one-way bicycle travel on a street or highway.

Class III Bikeway (Bike Route): Provides for shared use with motor vehicle or pedestrian traffic and is identified only by signing.

**TABLE 2-5A
SANTA FE AVENUE SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Wardlow Road - Willow Street	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean NP 2 - 6A E/S NP 4A - 8A Wed St. Clean NP 2 - 6A
Willow Street - Pacific Coast Highway	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean NP 2 - 6A E/S NP 4A - 8A Wed St. Clean NP 2 - 6A

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-5B
PACIFIC AVENUE SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Spring Street - Willow Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
Willow Street - Burnett Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P (Btwn Burnett/Eagle)
Burnett Street - 23RD Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 1HR 9A - 6P (Btwn Eagle/Hill) X-Sun & Holidays
23RD Street - 21ST Street	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
21ST Street - Pacific Coast Highway	4	Curbed	30 MPH	W/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 1HR 9A - 6P X-Sun & Holidays

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

2W LTL: 2 Way Left-Turn Lane

TABLE 2-5B (CONTINUED)
PACIFIC AVENUE SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Pacific Coast Highway - 15TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
15TH Street - 14TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean NP 7A - 5P School Days E/S NP 4A - 8A Tue St. Clean
14TH Street - Anaheim Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun & Holidays E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P X-Sun & Holidays
Anaheim Street - 8TH Street	4	Painted 2W LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean E/S NP 4A - 8A Tue St. Clean
8TH Street - 5TH Street	4	Curbed BlueLine In Median	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR Metered 7A - 6P E/S NP 4A - 8A Tue St. Clean 2HR Metered 7A - 6P
5TH Street - 1ST Street	4	Curbed BlueLine In Median	30 MPH	W/S NP E/S NP
1ST Street - Ocean Boulevard	4	Painted	30 MPH	W/S NP E/S NP

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

2W LTL: 2 Way Left-Turn Lane

**TABLE 2-5C
LONG BEACH BOULEVARD SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
36TH Street - Spring Street	4	Painted CL W/LTL	35 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P (N/O Wardlow) E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P (N/O Wardlow)
Spring Street - 27TH Street	4	Curbed	35 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P E/S NP 4A - 8A Wed St. Clean
27TH Street - Willow Street	4	Curbed BlueLine In Median	35 MPH	W/S NP E/S NP
Willow Street - Pacific Coast Highway	4	Curbed BlueLine In Median	30 MPH	W/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P
Pacific Coast Highway - 8TH Street	4	Curbed BlueLine In Median	30 MPH	W/S NP 4A - 8A Tue St. Clean NP 10P - 6A (N/O 16TH St.) 2HR 9A - 6P (S/O 16TH St.) E/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P (S/O 16TH St.)
8TH Street - 7TH Street	4	Curbed BlueLine (NB Only) In Median	30 MPH	W/S NP E/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-5D
ATLANTIC AVENUE SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
I-405 - Willow Street	4	Painted CL W/LTL	30 MPH	W/S NPAT 2HR 9A - 6P E/S NPAT
Willow Street - Anaheim Street	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P
Anaheim Street - Ocean Boulevard	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P E/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-5E
ALAMITOS AVENUE SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Pacific Coast Highway - 7TH Street	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean
7TH Street - Ocean Boulevard	4	Painted CL W/LTL	30 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-5F
CHERRY AVENUE SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
At Anaheim Street	4	Painted CL W/LTL	25 MPH	W/S NP 4A - 8A Thur St. Clean E/S NP 4A - 8A Fri St. Clean

LEGEND

W/S : Westside

E/S : Eastside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-6A
WILLOW STREET SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
SR-103 to Santa Fe Avenue	4	Curbed	35 MPH	N/S NPAT S/S NP 4A - 8A Tue St. Clean
Santa Fe - Easy Avenue	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean S/S NP 4A - 8A Tue St. Clean
Easy Avenue - I-710	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP Unattached Trailers
I-710 - Golden Avenue	6	Curbed	35 MPH	N/S NP S/S NP
Golden Avenue - Magnolia Avenue	4	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30-8:30A 2HR 9A - 6P X-Sun S/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P X-Sun
Magnolia Avenue - Eucalyptus Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P M - F S/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P M - F

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-6A (CONTINUED)
WILLOW STREET SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Eucalyptus Avenue - Pacific Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 6:30A - 8:30P M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F
Pacific Avenue - Long Beach Boulevard	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30 - 8:30A M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F
Long Beach Boulevard - Atlantic Avenue	6	Curbed	35 MPH	N/S NP 4A - 8A Wed St. Clean NP 6:30 - 8:30A M - F S/S NP 4A - 8A Tue St. Clean NP 4 - 6P M - F

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-6B
PACIFIC COAST HIGHWAY SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
At Santa Fe Avenue	4	Painted LTL	40 MPH	N/S NP 4A - 7A Wed St. Clean S/S NP 4A - 7A Tue St. Clean
I-710 - Golden Avenue	6	Curbed	40 MPH	N/S NPAT S/S NPAT
Golden Avenue - Magnolia Avenue	6	Painted CL W/LTL	40 MPH	N/S NP 4A - 7A Wed St. Clean S/S NPAT
Magnolia Avenue - Cedar Avenue	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean TANSAT 7 - 9A M - F S/S NPAT
Cedar Avenue - Long Beach Boulevard	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P TANSAT 7 - 9P M - F S/S NP 4A - 8A Tue St. Clean 2HR 9A - 3P TANSAT 3 - 6P M - F
Long Beach Boulevard - Alamitos Avenue	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Wed St. Clean 1HR 9A - 6P X-Sun 2HR 9A - 6P X-Sun TANSAT 7 - 9A S/S NP 4A - 8A Tue St. Clean 1HR 9A - 3P X-Sun 2HR 9A - 3P X-Sun TANSAT 3 - 6P X-Sun

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

TABLE 2-6B (CONTINUED)
PACIFIC COAST HIGHWAY SUMMARY

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
Alamitos Avenue - Junipero Avenue	6	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Fri St. Clean TANSAT 7 - 9A NSAT (E/O Rose) S/S NP 4A - 8A Thur St. Clean TANSAT 3 - 6A M - F NSAT (E/O Rose)
Junipero Avenue - Redondo Avenue	6	Painted CL W/LTL	35 MPH	N/S TANSAT S/S NP 4A - 8A Thur St. Clean 2HR 9A - 3P TANSAT 3 - 6P M - F

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-6C
ANAHEIM STREET SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
I-710 - Long Beach Boulevard	4	Painted CL W/LTL	30 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun NP (E/O Locust) S/S NP 4A - 7A Tue St. Clean 2HR 9A - 6P X-Sun NP (E/O Locust)
Long Beach Boulevard - Redondo Avenue	4	Painted LTL CL W/LTL	30 MPH	N/S NP 4A - 8A Wed St. Clean 2HR 9A - 6P X-Sun S/S NP 4A - 8A Tue St. Clean 2HR 9A - 6P X-Sun

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-6D
SEVENTH STREET SUMMARY**

STREET SEGMENT	NO. TRAFFIC LANES	MEDIAN	POSTED SPEED	PARKING
I-710 - Long Beach Boulevard	One-way 3 WB	None	30 MPH	N/S NP 4A - 8A Tue St. Clean 2HR Metered 9A - 6P S/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P
Long Beach Boulevard - Martin Luther King Jr. Avenue	One-way 3 WB	None	30 MPH	N/S NP 4A - 8A Tue St. Clean 2HR Metered 9A - 6P S/S NP 4A - 8A Wed St. Clean 2HR Metered 9A - 6P
Martin Luther King Jr. Avenue - Walnut Avenue	4	Painted CL W/LTL	35 MPH	N/S NP 4A - 8A Fri St. Clean S/S NP 4A - 8A Thur St. Clean

LEGEND

N/S : Northside

S/S : Southside

NP : No Parking

NPAT : No Parking Any Time

NSAT: No Stopping Any Time

TANSAT : Tow Away No Stopping Any Time

CL : Center Line

LTL : Left-Turn Lane

**TABLE 2-7A
PUBLIC TRANSIT SERVICE**

DIRECTION	STREET	LONG BEACH TRANSIT ROUTE	HEADWAY [1]
NORTH-SOUTH	Santa Fe Avenue	191 Santa Fe/Del Amo 192 Santa Fe/South St. 193 Santa Fe via McHelen to Del Amo Station (Blue Line) 194 Santa Fe via Hughes Way to Del Amo Station (Blue Line)	60 Min. 30 Min. 30-60 Min. 45 Min./North No Serv/South
NORTH-SOUTH	Long Beach Boulevard	5 Long Beach Blvd.	15 Min.
NORTH-SOUTH	Magnolia Avenue	181 Magnolia/4TH St. 173 PCH/Studebaker	30 Min. 30 Min.
NORTH-SOUTH	Pacific Avenue	172 PCH/Palo Verde 174 PCH to Ximeno Only 182 Pacific/4TH St.	30 Min. 30-60 Min. 30 Min.
NORTH-SOUTH	Atlantic Avenue	61 Atlantic Ave. to Artesia Station 62 Atlantic to Alondra Blvd.	20 Min. 20 Min.
NORTH-SOUTH	Alamitos Avenue	7 Orange Ave.	20 Min.
NORTH-SOUTH	Cherry Avenue	21 Cherry Ave. 22 Downey Ave. 23 Cherry to Carson St. Only	30 Min. 30 Min. 20-60 Min.

[1] Interval between busses.

**TABLE 2-7B
PUBLIC TRANSIT SERVICE**

DIRECTION	STREET	LONG BEACH TRANSIT ROUTE	HEADWAY [1]
EAST-WEST	Willow Street	101 Carson St./Centralia 102 Willow St./Spring St. 103 Carson St. to Lakewood Mall	30 Min. 30 Min. 30 Min.
EAST-WEST	Pacific Coast Highway (PCH)	1 Easy Avenue 171 PCH to Seal Beach 172 PCH/Palo Verde 173 PCH/Studebaker 174 PCH to Ximeno Only	20 Min. 30 Min. 30 Min. 30 Min. 30-60 Min.
EAST-WEST	Anaheim Street	45 Anaheim St. Crosstown 46 Anaheim St. Downtown	12 Min. 12 Min.
EAST-WEST	10TH Street	81 10TH St. to CSULB	30-40 Min.
EAST-WEST	7TH Street	91 7TH St./Bellflower Blvd. 92 7TH St./Woodruff Ave. 93 7TH St./Clark Ave. 94 7TH St. to Los Altos Only	30-60 Min. 25 Min. 60 Min. 60 Min.
EAST-WEST	4TH Street	181 Magnolia/4TH St. 182 Pacific/4TH St.	30 Min. 30 Min.
EAST-WEST	Broadway	111 Broadway/Lakewood Blvd. 112 Broadway/Clark Ave.	30-40 Min. 30 Min.

[1] Interval between busses.

**TABLE 2-7C
PUBLIC TRANSIT SERVICE**

DIRECTION	STREET	MTA TRANSIT ROUTE	HEADWAY [1],[2]
NORTH-SOUTH	Long Beach Boulevard	Metro Blue Line	12 Min.
NORTH-SOUTH	Long Beach Boulevard	60 Long Beach/Union Station	30 Min.
NORTH-SOUTH	Anaheim Street	232 Long Beach/LAX	30 Min.

[1] Interval between busses.

[2] Interval between trains.

**TABLE 2-8
DAILY TRAFFIC VOLUMES**

NORTH-SOUTH STREETS	VOLUME
Santa Fe Avenue South of Wardlow Road North of Willow Street South of Willow Street North of Pacific Coast Highway South of Pacific Coast Highway	 24,900 24,900 14,800 13,100 12,200
Pacific Avenue North of Willow Street North of Pacific Coast Highway South of Pacific Coast Highway North of Seventh Street	 13,000 15,600 14,000 7,900
Long Beach Boulevard South of Willow Street North of Anaheim Street South of Anaheim Street North of Seventh Street	 19,700 17,800 20,100 15,600
Atlantic Avenue North of Willow Street South of Willow Street North of Pacific Coast Highway South of Pacific Coast Highway North of Seventh Street	 27,900 18,900 21,500 18,000 14,100
Alamos Avenue North of Anaheim Street South of Anaheim Street North of Seventh Street	 11,000 11,500 12,200
Cherry Avenue North of Seventh Street	 5,700
Redondo Avenue North of Pacific Coast Highway South of Pacific Coast Highway North of Seventh Street	 24,600 27,200 28,600

Source: City of Long Beach, Department of Public Works, Traffic
Engineering Division; 2001 Traffic Flow Map

**TABLE 2-9
DAILY TRAFFIC VOLUMES**

EAST - WEST STREETS	VOLUME
Willow Street West of Santa Fe Avenue East of Santa Fe Avenue West of Magnolia Avenue West of Long Beach Boulevard East of Long Beach Boulevard East of Atlantic Avenue	 20,600 25,200 31,300 32,600 29,700 29,400
Pacific Coast Highway West of Santa Fe Avenue East of Santa Fe Avenue West of Magnolia Avenue East of Pacific Avenue West of Long Beach Boulevard East of Long Beach Boulevard East of Atlantic Avenue West of Alamitos Avenue West of Cherry Avenue East of Cherry Avenue West of Redondo Avenue	 37,400 43,700 39,600 38,400 37,500 44,400 33,700 48,100 36,900 39,400 32,600
Anaheim Street East of Terminal Island Ferry East of Santa Fe Avenue West of Magnolia Avenue West of Pacific Avenue East of Long Beach Boulevard East of Atlantic Avenue West of Alamitos Avenue West of Cherry Avenue East of Cherry Avenue West of Redondo Avenue	 39,000 32,900 26,400 25,000 30,000 33,400 35,600 33,000 28,200 30,300
Seventh Street West of Magnolia Avenue West of Pacific Avenue West of Long Beach Boulevard West of Martin Luther King Jr. Avenue West of Alamitos Avenue West of Cherry Avenue East of Cherry Avenue West of Redondo Avenue	 15,400 [1] 15,100 [1] 17,000 [1] 18,100 [1] 28,900 32,100 33,000 34,000

Source: City of Long Beach, Department of Public Works, Traffic
Engineering Division; 2001 Traffic Flow Map

2.6 DEMOGRAPHICS SURVEY OVERVIEW

A. INTRODUCTION

Keyser Marston Associates, Inc. (KMA) prepared the following overview of the socio-economic, employment and business characteristics exhibited by the Central Study Area (Area). The socio-economic review identifies residents' income, occupations, education levels and other characteristics. The review of businesses and employment identifies the sectoral breakdown of existing businesses and employment within the City and Area, which is important to understanding the future development potential within the Area.

B. EXECUTIVE SUMMARY

Provided below is a brief review of the background data collected for this analysis.

Socio-Economic Summary

The salient socio-economic characteristics for the Area have been summarized below:

- The current population within the Area is approximately 96,800 persons, which Area is approximately one-fourth of the City total.
- Generally, the population within the Area and the City is significantly denser than the County.
- Over the past 10 years, the City population grew at a much slower pace than the County; however, the City population is projected to grow at a similar pace to the County through 2025.
- The average household size in the Area is significantly larger than the City and is slightly larger than the County.
- Households are projected to form at a significant rate over through 2025.
- The per capita and average household income levels are significantly lower in the Area when compared to the City and County.
- Nearly one-half of the households in the Area earn less than \$25,000.
- There are relatively few whites in the Area and there are concentrations of blacks and persons of other races. In addition, nearly 60% of the population within the Area is of Hispanic origin.
- A significant share of the residents within the Area is less than 18 years old. In addition, there are relatively few residents over the age of 55.
- The share of residents without a high school degree and no college education is higher in the Area when compared to the City and County.
- There is a slightly greater concentration of residents with manufacturing occupations in the Area when compared to the City and County.

Employment and Business Summary

There are three primary employment sectors which will impact future development in the Area: retail, FIRE and services. Within these sectors there are a handful of industries whose absence or presence within the Area are particularly significant:

- General Merchandise Stores
- Food Stores
- Finance, Insurance and Real Estate
- Health Services
- Business Services
- Social Services
- Manufacturing, Wholesale Trade and TCPU

General Merchandise Stores

Within the Area and the City the general merchandise stores appear to be much smaller, but more numerous than typically found in the County. The small size of the establishments indicates the limited presence of national retail chains such as Target, Wal-Mart, Costco and the major department stores. However, the City Place project at Long Beach Boulevard and 6th Street will introduce some of these retailers into the Area. Given the significant absence of these retailers currently in the Area, other chains will likely be interested in the future if the City Place project performs well.

Food Stores

Similar to the general merchandise patterns, the food stores in the Area appear to be more numerous and smaller than those typically found in the County. There has been limited development, other than the Wrigley Market Place Albertson's, of modern, 40,000 to 65,000 square foot supermarkets in the Area. Currently, if the national chains are present in the Area they typically occupy older, smaller buildings. Located throughout the Area are locally based chains such as Northgate Gonzalez and Top Valu, which are willing to occupy smaller, older buildings. Overall, there appears to be potential for the redevelopment/expansion of existing stores or the development of new food stores in the Area.

Finance, Insurance and Real Estate

The FIRE sector is a limited employer in the Area. Overall, the outlook for this sector in Southern California is stable. As a result, employment within the Area will likely maintain the status quo or increase slightly in the near- to mid-term.

Health Services

Health service industries are significant employers throughout the Area. Within the County, health service employment is projected to exhibit moderate growth, which is likely to have a limited positive impact in the near- to mid-term on the Area. It is likely that any additional growth within the Area will directly result from the major hospitals already present. Also, if one or both these hospitals were to leave the Area the areawide employment would be greatly affected.

Business Services

Business service industries do not account for a significant amount of employment within the Area. However, on a countywide basis, growth in these industries is projected to be significant. Industries within this sector include advertising, credit reporting, personnel supply services, computer programming, data processing and other computer related services. As a strong agglomeration of these businesses does not exist in the Area, the near- to mid-term growth potential appears to be limited.

Social Services

Social services include individual and family social services; job training and vocational rehabilitation services; child day care services; and residential care services. The significant presence of these establishments within the Area is a product of the socio-economic makeup of its residents. These services will likely have a strong presence in the Area in the near- to mid-term.

Manufacturing, Wholesale Trade and TCPU

Manufacturing, wholesale trade and Transportation, Communication and Public Utilities (TCPU) industries do not have strong presence within the Area. Due to the development character of the Area and the development requirements of these industries, it is unlikely that significant growth will occur within these sectors.

C. SOCIO-ECONOMIC CHARACTERISTICS

It is important to gain a clear understanding of the socio-economic characteristics exhibited by the City and Area residents to effectively evaluate the potential market opportunities. Shown in Tables 1 through 4 is a summary of the salient socio-economic indicators for the Area, the City and the County of Los Angeles (County). The County characteristics serve as a benchmark, against which the City and Area demographics can be measured. For the purposes of this analysis, the following characteristics were considered:

- Population
- Households
- Income
- Expenditure Potential
- Age, Ethnicity and Education
- Occupations

Population

Discussed below are population estimates derived from the following resources:

1. Claritas, Inc. is a private data supplier utilized by developers and retailers to identify the socio-economic characteristics of market area residents. Claritas allows users to custom define market areas and provides estimates for a wide range of variables.
2. The California Department of Finance (DOF) provides annual estimates of population and housing stock within cities throughout California. These estimates will be utilized in Phase II of the analysis when the residential market opportunities are evaluated.
3. Census 2000 estimates are available for the City as a whole. This source provides the most accurate estimate of the City's current population.
4. The Southern California Association of Governments (SCAG) provides projections at the City, regional and County levels. These projections will be used in Phase II to assist in identifying the demand that can be anticipated in the future.

Claritas

As shown in Table 1, Claritas estimates the Area's 2001 population at 96,800 persons.¹ The total population for the City is estimated at 464,800 persons. Therefore, the Area accounts for approximately 25% of the Citywide total. The total population within the County is 9,577,000 persons. Due to the urbanized nature of Long Beach, the population densities are higher in the City when compared to the County. In fact, the estimated population density in the Area is 23,700 residents per square mile, which is significantly higher than the City, County and State.

California Department of Finance

Shown in Table 2 is the population estimates generated by the DOF. These estimates indicate that from 1990 to 2000, the population within the City increased by 6.6% from 429,321 persons to 457,608 persons.² During this period the County as a whole increased by 11.5%, and the statewide population increased by 15.4%. Therefore, the population growth rate within the City was significantly slower than both the County and the State. This likely results from the generally built out nature of the City compared to County which has undeveloped land near its northern and western boundaries.

Census 2000

The DOF population estimates are slightly lower for the City and higher for the County and State than the Census 2000 results. Shown in the table below are the 1990 and 2000 census estimates for the City, County and State.

TABLE 2-10
1990 & 2000 CENSUS ESTIMATES

	<u>1990</u>	<u>2000</u>	<u>Change</u>
City of Long Beach	429,433	461,522	7.40%
Los Angeles County	8,863,164	9,519,338	7.40%
State of California	29,749,673	33,871,648	13.90%

Source: Census 2000

As can be seen above, the census data indicate that the City's population grew at the same rate as the County, while the state grew at a much faster rate than both. Overall, these patterns are similar to the DOF growth estimates. According to the Census 2000, the average number of persons per square mile in the City is 9,149 compared to 2,344 in the County and only 217 in the State. Therefore, the population in the Area and City is significantly more denser than the County or State.

SCAG Projections

Shown in Table 3 are the SCAG population projections through 2025. The population within the City is projected to grow 20.4% between 1997 and 2025, to 534,137 persons. During this same period, the Gateways Cities region (Region) population is projected to grow by 17.0% and the County population is projected to increase 28.7%. These projections indicate the relatively built out nature of the Region and the City, as compared to the County, which is projected to experience substantial growth from 1997 to 2025. It is also important to note that the SCAG population projections for the City indicate its growth will not lag as far behind the County as it did in the period between 1990 and 2000.

Households

KMA has presented current household estimates from Claritas and the DOF. KMA also summarized the SCAG household projections.

Claritas

Shown in Table 1 is the estimated number of households in the Area, the City and the County. Total households in the Area are estimated at 30,600, within the City there are 173,300 and within the County 3.19 million. The average household size within the Area is 3.12 persons, which is larger than the average household size within the City (2.61 persons) and the County (2.91 persons). As such, it would be expected that there are more children within the Area compared to the surrounding areas.

¹ KMA utilizes Claritas information due to its widespread use by developers and retail tenants when analyzing market areas.

² These estimates are based on DOF data. As can be seen, these estimates are slightly different than the Claritas estimates.

State of California Department of Finance

As shown in Table 4, from 1990 to 2000, the total number of households within the City only increased by 1.01%, from 158,944 to 160,546.³ During this period, the number of households within the County increased by 3.4% and the number of households within the state increased 9.2%. Therefore, it is clear that the historical household growth within the City was much slower than both the County and the State.

The average household size increased in the City, County and State. Within the City the average household increased from 2.61 to 2.80 persons, 7.2%. Comparatively, the average household in the County increased from 2.91 to 3.14 persons, 8.0%.

SCAG Projections

Shown in Table 3 is the projected number of households in the City, Region and County from 1997 to 2025. According to SCAG, the City households are projected to increase 23.6% during this period. This increase is significantly more than the Region, which is projected to increase by only 10.5%. Conversely, the County is projected to increase by nearly 33.5%.

Income

The per capita income and average household income for the Area, City and County are shown in Table 1. At \$11,100, the per capita income in the Area is significantly lower than the City, \$20,700, and the County, \$22,800.

Similar to the per capita income, the average household income in the Area is significantly lower than the Citywide average of \$34,700 and the County average of \$68,200.

The distribution of income within the areas is also shown in Table 1. Within the Area nearly half of the total households earn less than \$25,000 and nearly 80% earn less than \$50,000. Comparatively, less than 60% of the Citywide and just over half of the County households earn less than \$60,000. In addition, less than 4% of the Area households earn more than \$100,000, while over 11% of the City households and nearly 17% of the County households exceed this income level. Overall, the income distribution indicates a concentration of lower-income households earning less than \$25,000 in the Area.

Race, Age and Education

Shown in Table 1 is the race breakdown for the Area, the City and the County. Within the Project Area, nearly 58% of the population is of Hispanic origin. Within the City, 36% of the residents are of Hispanic origin and within the County nearly 45%. Within the Project Area, blacks constitute nearly 17% of the population, almost the same percentage within the City and higher than that in the County (10%). Whites constitute less than one-third of the Area residents, less than half of the City residents and slightly more than half of the County residents. The Project Area, a racially diverse community, is also home to other ethnic groups including persons of Asian descent. The latter group comprises about 14% of the Project Area, City and County populations.

Also shown in Table 1 is the age distribution of the Area, the City and the County. In general, the population within the Area is significantly younger than the City and County. In fact, nearly 37% of the population within the Area is under the age of 18, comparatively less than 28% of the City and County populations are under 18. Also, less than 16% of the Area population is over the age of 55 compared to nearly one-fourth of the populations within the City and County.

The educational attainment of residents over the age of 25 is shown in Table 1. Within the Area, over 48% of the residents do not have a high school degree, compared to approximately 25% in the City and 30% in the County. In addition only one-third of the Area residents have attended college compared to over 54% in the City and nearly 50% in the County. This pattern is similar to the household income distribution discussed previously.

³ Similar to the population estimates, these estimates are based on data provided by the DOF and not on data supplied by Claritas, thus the difference.

Occupations

Shown in Table 1 is a breakdown of occupations. There are significantly fewer residents with professional occupations within the Area compared to over 28% in the City and 27% in the County. There is a greater concentration of residents with manufacturing occupations in the Area (26%) compared to the City (17%) and County (19%).

Socio-Economic Summary

The socio-economic characteristics suggest the Area residents are significantly different from the City and County as a whole. It appears the residents in the Area earn lower incomes, are racially more disparate, are much younger and have less education than the residents in the City and County.

D. EMPLOYMENT AND BUSINESSES

KMA conducted a market area reconnaissance and reviewed estimates provided by Claritas to gain an understanding of the current employment and business trends within the Area. The commercial development in the Area includes local serving retail establishments, significant medical facilities and smaller office/service buildings. Shown in Table 5 is the estimated number of businesses and employees within the Area, the City and the County. Shown in Table 6 is the share of businesses and employment for all of the areas.

Area Overview

Throughout the Area the existing businesses are primarily older with a few, large scale redevelopment projects at key locations:

1. Along the primary corridors, such as Pacific Coast Highway, Atlantic Avenue, Long Beach Avenue, Anaheim Street, 7th Street and Willow Street, there is a significant presence of local serving retail in smaller, older, locally owned establishments.
2. Much of the retail is built out to the sidewalk with parking restricted to the street or to smaller lots that are currently not up to code.
3. The City Place project located at Long Beach Boulevard and 6th Street and Long Beach will introduce regional serving retailers into the Area. Included among the proposed tenants are Wal-Mart, Nordstrom's Rack and Ross.
4. There are key institutional developments in the form of two hospitals that appear to generate significant spin-off businesses.
5. The limited amount of non-medical serving office space in Area is likely tenanted by local serving financial planning and legal firms.
6. There is a limited amount of light industrial development located on the Corridor.
7. A limited amount of multi-family and single-family residences are found on the major corridors.

Provided below is a discussion of current business activity in the Area and City. This information will set the stage for the market opportunities assessment.

Retail Trade

Within the Area there are 730 retail trade businesses employing over 5,230 persons. Retail trade accounts for 15% of total Areawide businesses and employment. Comparatively, retail trade accounts for 24.3% of the total businesses and 17.7% of Citywide employment. Within the County 22.0% of the businesses and 17.8% of the

employment is in retail trade. Therefore, the share of retail businesses is greater in the Area, but the share of employment is actually less. This distribution indicates the typical retail establishment in the Area is smaller than the City and the County. Given the small size of the establishments, it is likely that the vast majority of the retail currently in the Area is serving a very limited, local market area of particular interests are the food stores and general merchandise stores.

Food Stores

Within the Area there are 117 food stores employing 922 persons; consequently, there are 7.9 employees per business. In addition, there are 827 persons per food store in the Area. Comparatively, there are 1,298 persons per food store in the City and 1,134 per food store in the County. The average number of employees in each of these businesses is 11.7 in the City and 12.2 employees per business in the County. Given the smaller number of persons and employees per business, it appears that the typical food store in the Area is much smaller than those found throughout the County. KMA's review of the Area indicates there are very few traditional supermarkets (e.g. Von's, Albertson's and Ralph's), which would be much larger than the typical establishment currently in the Area.

General Merchandise

The general merchandise classification includes large scale national retailers such as Wal-Mart, Costco, Sam's Club, Nordstrom's and other department stores. Within the Area there are significantly fewer residents per establishment than the City and County; however, these outlets average only 8.6 employees compared to 10.4 in the City and 16.1 in the County. Currently within the Area there are very few, if any, of the aforementioned national, large-scale retail store chains. However, the Wal-Mart currently being developed is likely to begin to change this impression.

Finance, Insurance and Real Estate

There are approximately 132 finance, insurance and real estate (FIRE) businesses employing 749 persons within the Area. Within the City there are approximately 1,062 businesses employing 8,219 persons. Included among these industries are banks, savings & lending institutions, securities brokers, insurance carriers & agents and real estate businesses. During the last decade many of these industries were in a state of flux with the most notable changes in the banking and lending industry. During this period, many institutions have merged, leading to the consolidation of workforces and branch locations.

Overall, FIRE businesses account for approximately 5.5% of the total establishments within the Area and 2.1% of its employment. This share of employment is considerably lower than both the City (5.0%) and the County (6.4%). Given the current development patterns within the Area, which has a lack of mid-quality to high-quality office buildings, it is expected that these industries would be underrepresented in the Area.

Services

The service sector accounts for the greatest number of businesses and employment within the Area, City and County. Included in this sector are industries such as hotels and lodging; personal services (laundry services, photographic studios, beauty shops, etc.); business services (advertising, building services, equipment rental, computer related services, etc.); motion pictures and amusement and; health services. Within the Area, it is estimated that 1,196 service businesses are operating with 25,152 employees. Within the City, the total number of businesses is 6,045 with 80,535 employees. Service businesses account for approximately 49% of the businesses and employment within the City, within the County these figures are 47% and 42%, respectively. Significant Area employers within this sector include health and social services.

Health Services

The health service sector accounts for the greatest percentage of businesses, 15.6%, and employment, 43.1%, within the Area. The percentage of businesses and employees is significantly higher than the City, 8.8% and 17.7% respectively, and County, 7.1% and 8.0%, respectively. The employment and businesses are driven by

the presence of two large hospitals in the Area. The Long Beach Memorial Medical Center has 726 beds, 1,200 physicians and 3,500 employees. The Saint Mary Medical Center has 539 beds with 157 physicians and 1,249 employees. In addition, there is the Pacific Hospital, which has 171 beds, over 400 physicians and 700 employees. These hospitals support a significant number of employees on-site and generate numerous ancillary businesses and jobs in the Area.

Social Services

Social services account for 3.3% of the businesses within the Area and nearly 18% of the employment. Comparatively, social services account for only 5.2% of citywide employment and 2.4% of countywide employment. The employees per establishment calculation indicates large scale social services facilities within the Area.

Hotels and Lodging

Hotels and Lodging do not account for a significant amount of employment or businesses within the Area. However, when compared to the City and County averages, the population per hotel is much lower in the Area (2,305 persons compared to 4,557 in the City and 5,614 in the County). Within the Area, the average establishment employs relatively few people, 4.2 in the Area compared to 31.2 in the City and 28.9 in the County. In general, in the Area, the hotels are much smaller, are typically not affiliated with a national chain, are limited service and are unlikely to be significantly utilized by out of town visitors.

Other Sectors

As discussed above, employment and business activity in the Area is concentrated in the retail trade and service industries. As a result, employment and business activity in other sectors is minimal. The sectors that have significantly less employment than the City and County, include manufacturing; transportation, communications and public utilities, government and; wholesale trade. As the land uses within the Area are primarily residential, retail and commercial, the presence of industrial, warehouse, distribution and other manufacturing related development would be incompatible.

Employment Projections

The Employment Development Department (EDD) projects Countywide employment through 2006. According to these projections, the retail, FIRE and service sectors are all expected to expand during the period.

**TABLE 2-11
PUBLIC SERVICE EMPLOYMENT PROJECTIONS**

	<u>1999</u>	<u>2006</u>	<u>Absolute Change</u>	<u>Percent Change</u>
Retail	615,100	680,700	65,600	10.70%
FIRE	231,600	255,100	23,500	10.10%
Services	1,315,500	1,549,500	234,000	17.80%

Retail employment within the County is projected to increase by 10.7% between 1999 and 2006. Within this sector, the industries projected to generate the most substantial growth include building materials and garden supplies; apparel and accessory stores; eating and drinking places, and; other retail trade. Eating and drinking places are projected to generate the greatest absolute increase of 26,000 jobs, increasing from 232,800 to 258,800 employees. The growth in this industry alone, accounts for over 40% of total retail growth.

Similar to the retail sector, the FIRE sector is projected to gain employment over this term, with approximately 10% growth rate. Gains in this sector would be higher, except for the projected status quo in depository institutions employment. This lack of growth results, in part, from the merging of banking institutions and the relocation of corporate headquarters outside of the County. Comparatively, other industries within this sector (insur-

ance, real estate, security and commodity brokers, etc.) are projected to generate significant increases in employment, ranging from 12% in the real estate sector to 34% for security and commodity brokers.

The service sector is projected to generate a significant number of jobs, 234,000, during the projection period. In fact, the service sector was estimated to account for 32.9% of Countywide employment in 1999 with its share growing to 34.3% by 2006. The most significant employer within the service sector are the business services industries. In 1999, total employment in these industries was estimated at 328,200 jobs; by 2006 this number is anticipated to increase to 461,000 jobs. This represents an absolute increase of 132,800 jobs, and a percent increase of 40.5%. Therefore, business service employment growth is projected to account for 57% of total growth in this sector. Other industries projecting significant growth include hotel and other lodging places; personal services and; private education services. A limited increase of only 8% (267,200 to 288,700) is projected for the health services industry.

SCAG Projections

Shown in Table 3 are the SCAG employment projections for the City, the Region and the County. The SCAG employment estimates are significantly higher than those provided by Claritas. According to SCAG, total employment within the City is estimated at 196,698 persons in 2000.

Within the City, growth over the next ten years is projected at 11.1%, with a slightly lower rate through the terminus of the projection period. Within the Region and the County, employment is projected to grow at a slightly slower rate of 10% between 2000 and 2010.

Employment and Business Summary

Generally, the retail trade establishments in the Area are smaller and in many cases more numerous than typically found in the City and County. The vast majority of the retail establishments in the Area appear to cater to a smaller, local market area. There is a limited presence of FIRE industries within the Area, with this trend likely to continue into the future. Currently, the service sector accounts for the majority of businesses and employment within the Area. Particularly significant are the health services industries in the Area, which account for over 43% of the total employment. Given the current mix of development in the Area, there is limited manufacturing, wholesale trade and TCPU development.

E. SUMMARY

The detailed review of the Area's socio-economic characteristics indicates the population is very dense, households are large, income levels are low, educational attainment is low and the residents are relatively young.

Throughout the Area there is a significant amount of smaller retail, other commercial space and key institutional development. The review of business and employment patterns within the Area indicates that much of this development likely serves the local population.

The collection of the socio-economic, employment and business data sets the stage for Phase II of the KMA analysis. By first identifying the salient factors that will impact future development in the Corridor, KMA can proceed with an assessment of demand and future market conditions to identify near- to mid-term development opportunities for the Area.

2.7 MARKET OVERVIEW

A. INTRODUCTION

The following section describes the results of the Keyser Marston Associates, Inc. (KMA) market opportunities assessment for the Central Study Area (Area). KMA's overview of socio-economic, employment and business data set the stage for this analysis by first identifying the salient factors that will impact future development within the Area. Based on that information, KMA reviewed the near- to mid-term development opportunities for retail, industrial and residential development within the Area.

The KMA analysis is organized as follows:

1. Retail Overview
2. Industrial Summary
3. Residential Overview

B. RETAIL OVERVIEW

KMA evaluated the strength currently exhibited by retail uses within the City of Long Beach (City) by comparing the performance of existing establishments to the performance of similar uses in nearby cities, the County and the State. This was done by reviewing the per capita and per permit retail sales in the various jurisdictions, evaluating the sales of Area retailers and interviewing brokers active in the Area.

Per Capita Retail Sales

As shown in Table 1, the year 2000 per capita taxable sales in the City are relatively low. In fact, of the jurisdictions included in the analysis (Carson, Lakewood, City of Los Angeles, County of Los Angeles and State of California) the City's total retail store sales are the lowest. When the retail sales are broken down by category, the results can be summarized as follows:

1. Apparel Stores – The per capita Long Beach sales are lower than the City and County of Los Angeles and the State.
2. General Merchandise Stores – Per capital general merchandise sales in Long Beach are significantly less than the other jurisdictions. In fact, the City's sales are less than half the State average.
3. Food Stores – The per capita taxable food store sales in Long Beach are comparable to the City and County of Los Angeles, but are lower than the State average.
4. Eating and Drinking Places – Per capita eating and drinking sales in the City are consistent with the City and County of Los Angeles, but are lower than the State average.
5. Home Furnishing and Appliances – Per capita sales in these categories are significantly lower than all of the other jurisdictions analyzed.
6. Building Materials and Farm Implements – Sales in the City exceed all of the other jurisdictions by a significant amount.
7. Auto Dealers and Supplies – Sales in Long Beach are lower than all of the other jurisdictions analyzed and are less than half the State average and are only 52% of the County average.
8. Other Retail Stores – The category includes florists, stationers, photographic and electronic stores and other miscellaneous retailers. The sales within the City are significantly lower than the other jurisdictions analyzed.
9. All Other Outlets – These sales include business-to-business sales, taxable light industrial sales, service providers and other tax generators not classified elsewhere. These sales are lower in the City than all of the other jurisdictions except Lakewood.

Compared to the other cities in the region, Long Beach is generating generally lower retail store sales, with the exception of building material and farm implement dealers.

Sales Per Permit

Shown in Table 2 are the total permits and taxable sales per permit for Long Beach, nearby cities, the County and the State. Retail store sales per permit in Long Beach are lower than the other jurisdictions except for City of Los Angeles. Compared to the County, sales per permit are lower in the City for all of the categories except apparel stores and building material suppliers. In addition, sales per permit in the all other outlets category are lower in City than the County and State.

Also shown in this table is the number of residents per permit for Long Beach, the nearby cities, the County and the State. Long Beach has more residents per retail store than all of the other jurisdictions except Lakewood. The number of residents per permit is higher in all the major retail categories except food stores and eating and drinking establishments. The relationship of lower sales per permit and a higher number of residents per permit indicates the Long Beach establishments are less productive than the comparative jurisdictions even though the competition is not as intense.

Retail Potential

Shown in Table 3 is the estimated retail potential for the Area, the City, and the County. As the estimates shown in the table indicate, the per capita retail trade potential for City residents is lower than the City and County. The total retail potential of Area residents is \$9,400 per person, which is approximately \$2,000 lower than the City and \$800 lower than the County.

Central Long Beach Sales

Working with City staff, KMA reviewed the productivity levels of retailers in the Central District. Due to the confidentiality issues associated with sales tax data, the City provided aggregated annual sales for selected districts in the Area. The districts analyzed include the Santa Fe Corridor, the Willow Corridor, East and West Anaheim and Long Beach Boulevard, the results of this analysis are shown in Table 4. When the district sales are compared with the most similar establishment types in the City (as shown in Table 2), the Area establishments are generating sales that are below the City average both overall and for the specific establishment types. For example, food stores, auto dealers and restaurants are all generating sales that are significantly below the Citywide averages.

Broker Contacts

KMA contacted a number of brokers in Long Beach to gain their insights into the market and to identify rents in the Area. These conversations have been summarized below.¹

- Space in professional buildings can remain on the market for extended periods, with less desirable locations leasing for less than \$.80 per month.
- Close to and into the Downtown will see rents rise for prime locations along major corridors. In particular, rents along Pine show a great range, with some space renting for \$1.00 per square foot compared to prime locations renting for over \$3.00 per square foot.
- Many buildings in the Area suffer from structural and functional obsolescence. Brokers indicated a number of buildings require significant upgrades to be marketable.
- Retail rents along Anaheim and other thoroughfares range significantly from less than \$.75/sf to \$2.50/sf NNN. The rents correlate to the age of the building and the location along Anaheim Boulevard, with older buildings renting for less than \$1.20 per square foot.

¹ All of the rents quoted are per month.

- Assuming Anaheim as an example, as the Area improves so to do the rents. On the corner of Anaheim and Redondo, there is a newer development with Ralph's and Rite Aid. These buildings have been constructed recently and the rents are approximately \$2.00/sf NNN. Overall, there are not many vacancies in the Area but Anaheim Boulevard, for one, could use a facelift.
- Newer developments outside the Area in Signal Hill can garner rents between \$2.00/sf to \$2.50/sf NNN. Again, the newer the construction of a building, the higher the rent will be.
- At some locations brand new construction has remained on the market for a number of months. Brokers indicate they sometimes have a difficult time finding tenants who can afford rents that are higher than other establishments in the Area. The indicated rent on one of these buildings is \$2.00 per square foot. While brokers attempt to attract national tenants they have found the best chance of renting the space is to have existing businesses in the Area relocate or lease to a locally owned store.

Retail Summary

In the previous section, KMA found the typical retail establishment in the Area is smaller than the City and the County. Given the small size of the establishments, it is likely that the vast majority of the retail currently in the Area is serving a very limited, local market area. The analysis conducted herein generated the following findings, which generally corroborated the Phase I analysis.

- On a per capita basis, Long Beach is generating lower sales than nearby cities, the County and the State.
- Sales per permit are generally lower in Long Beach. This would tend to indicate that the City has an over-proliferation of a number of retail establishment types. In fact, when compared to the County, sales per establishment in the City are lower in every retail category except apparel stores and building material suppliers. The addition of Long Beach Plaza to the City's retail stock will improve this situation.
- Typically, cities with a higher number of residents per retail permit will generate higher per permit sales. However, in Long Beach sales are lower per permit even though the number of residents per permit is higher. Therefore, Long Beach establishments are less productive than other jurisdictions even though the competition is less intense.
- The review of sales productivity levels in the Area indicates existing establishments are generating sales below the City average both overall and for the various establishment types. This is particularly significant given the relatively low productivity levels being achieved by citywide establishments.
- The potential expenditures of Area residents are significantly lower than the overall City and are somewhat lower than the County.
- According to brokers active in the Area rents for older buildings are relatively low with many buildings suffering from functional and/or structural obsolescence.
- Given the higher rents needed to offset development costs, new buildings can remain on the market for an extended period of time.
- Locally owned businesses are typically the most interested in locating within the Area. To date the majority of the national retailers in the Area have been limited to fast food restaurants, drug stores and supermarkets. The proposed American Marketplace project is a good example of this phenomenon.

In general, retail in the Area is independently owned, does not generate strong taxable sales and is primarily local serving. In addition, rents are relatively low and many buildings suffer from functional and/or structural obsolescence. Given these constraints, the majority of recent retail development in the Area has been limited to projects requiring public subsidies. Further development will likely require similar subsidies to be feasible, even though the Area and the City are generally underserved by a variety of retail types. Finally, the likely tenants in new projects will likely be local serving, with the anchors and a limited number of in-line tenants being national, credit retailers.

C. INDUSTRIAL OVERVIEW

Overall, the industrial market in Los Angeles County remained relatively flat in 2002, with both rents and vacancies decreasing.² Countywide there is 889 million square feet of industrial space with average monthly rents ranging from \$.37 per square foot in Vernon to \$.62 per square foot in the Tri-Cities area (Glendale, Burbank and Pasadena). The overall County average rent is \$.48 per square foot, which represents a slight softening from earlier periods. However, vacancies have decreased nearly 10% to an average of 6.7% in the County. One potential reason for the decreasing rents and vacancies is the expanding presence of warehouse and distribution centers which are becoming more prevalent but do not generate rents that are comparable to research and development space and light manufacturing users.

The South Bay region, which includes Long Beach, accounts for nearly one-fourth of the total industrial development in the County (215 million square feet). Vacancy rates in the South Bay region are slightly higher than 8%, but this represents a nearly 17% decrease in the region's vacancy rates over last year. Rents in the area are near the high end of the County areas, with an average monthly rent of \$.53 per square foot.

Within Long Beach there is approximately 24 million square feet of industrial space with an average vacancy rate of 5.2%. Therefore, Long Beach accounts for over 10% of the region's industrial space while maintaining a vacancy rate that is below both the regional and County average. While vacancy rates are relatively low in the City, the possibilities for additional development in the Area are limited due to land use compatibility issues (e.g. proximity of residential to industrial and the impact of warehousing/distribution centers on traffic flow along major corridors).

D. RESIDENTIAL OVERVIEW

This section of the report presents an analysis of housing market demand and supply conditions. Evaluation of supply is based on various data sources including the California Department of Finance, Metrosan, Dataquick and interviews with professionals active in the Area.

Existing Residential Inventory

In general, Central Long Beach is a densely populated area with a significant number of higher density multi-family residential projects. KMA utilized data from the California Department of Finance to analyze changes in the City's housing supply by housing type, i.e., single-family detached/attached or multi-family between 1990 and 2000. As shown in Table 5, the housing stock in the City increased slowly between 1990 and 2000. In fact, there was only a 1.0% growth in total housing stock during the time period; comparatively, the total number of units in the County increased 3.4% and within the State 9.5%. An important factor to keep in mind when evaluating the historical growth is that the City is constrained because it is relatively built-out.

As shown in Table 6, the mix of single- and multi-family units is relatively even (46% single family compared to 54% multi-family); however, the share of multi-family units in the City is much greater than the County and State averages. During the period reviewed, single-family units consistently accounted for 46% of the total housing units in the City; comparatively, 56% of the County homes and 66% of the State homes are single-family units.

Current Rents and Pricing Evaluation

Provided below is a description of rents and sales prices for residential units in the Area.

Rental Product

To gain an understanding of the rental market in the Area, KMA contacted a number of apartment projects. As shown in Table 7, the rents in the Area ranged considerably, with the projects closest to the downtown generating the highest rents. The studio, one and two bedroom apartments all have similar starting price points of \$400

¹ Source for rents, vacancy and industrial stock is CB Richard Ellis.

to \$500 per month. The average monthly, per square foot rents for these units range from \$1.13 for the two bedroom units up to \$1.47 for the studio units. The rents for the three bedroom units are taken from some upscale projects near the downtown, which results in the rents per square foot being relatively high and the total rents being significantly higher than the other unit types. While this is just a small sample of the total units in the Area, the rents shown in the table provide a rough estimate of the existing market range.

In addition to the projects contacted in the Area, KMA also obtained the RealFacts report for the entire City of Long Beach. Shown below is a summary of the average apartment rent between 1998 and 2002. The performance of these projects can give an indication of the overall market in the City and the Area.

**TABLE 2-12
MONTHLY APARTMENT RENTAL**

	Annual Average	Annual Change
1998	\$844	4.70%
1999	\$884	11.00%
2000	\$981	11.00%
2001	\$1,065	8.60%
2002	\$1,100	3.30%
Total Change	\$256	30.30%

Source: RealFacts

As shown in the table above, rents have increased dramatically in the City. During this period the average occupancy rate ranged from 95.7% in 1998 to 95.1% in 2002. Therefore, rents increased significantly while occupancy levels remained relatively constant.

For-Sale Product

To gauge market demand and depth, KMA reviewed single-family attached resale data provided by Metroscan for units located within the Area. Shown in Table 7 is a summary of recent home sales in the Area. The table shows single- and multi-family home sales for the various zip codes making up the Area. Within the Area, there is a significant range of single-family home prices of \$64,500 to \$372,000. The average sales price is slightly less than \$200,000, with an average sales price of \$164 per square foot.

For an additional data source, KMA reviewed market information supplied by Dataquick. Summarized in the table below are the Dataquick annual sales for 2002 in zip codes 90804, 90806 and 90813.

**TABLE 2-13
2002 SINGLE-FAMILY HOME SALES**

	Sales	Median Sales Price	Price/Square Foot	Change-2001-2002
90804	159	\$256,000	\$245	36.40%
90806	337	\$230,000	\$192	17.60%
90813	138	\$155,000	\$159	18.30%

Source: DQNews

The average sales prices in the Area range considerably, with zip code 90813, which accounts for a significant portion of the Area, generating the lowest median sales price of \$155,000. While this price is relatively low, it still represents an 18.3% increase in the median price over 2001. The price per square foot also shows a significant range of \$159 in 90813 to \$245 in 90804.

Also shown in Table 7 is a summary of recent multi-family home sales in the Area. Within the Area, there is a significant range of single-family home prices of \$25,000 to \$385,000. The average sales price is \$133,000, with an average sales price of \$154 per square foot.

KMA also reviewed the Dataquick sales data for condominiums in 2002 for zip codes 90804, 90806 and 90813.

**TABLE 2-14
2002 CONDOMINIUM SALES**

	Sales	Median Sales Price	Change-2001-2002
90804	194	\$168,000	28.70%
90806	106	\$189,000	21.30%
90813	71	\$135,000	42.10%

Source: DQNews

The condominium sales prices do not demonstrate the same range as the single-family units. However, the 90813 zip code still accounts for both the lowest prices and the greatest gains over the past year.

Proposed Projects

Shown in Table 8 is a summary of a large scale project currently proposed in the Area. The West Gateway project will be located near the intersection of Daisy and Third. This downtown adjacent project is proposed to be a mix of for-rent residential, for-sale residential and retail. As shown in the table, the for-sale units are projected to sell for \$275,000 to \$358,000, with a price per square foot of approximately \$200. The for-rent product is projected to lease for \$1,500 to \$2,250, with a rent per square foot of \$1.60 to \$1.90 per month.

Broker and Manager Contacts

KMA contacted a number of brokers and property managers in the Area to gain their insights into the residential market and to identify rents. These conversations have been summarized below.³

- Apartment units do not stay on the market for a long time and turnover is limited.
- There is a lot of competition for any lower-priced units that come on the market, especially since they are hard to come by.
- In one project, the one-bedroom units were renting for \$425-450/month two years ago, now these units rent for \$650 to \$700 per month.
- The appearance of some neighborhoods is improving.
- An example was given of a 1,000 square foot apartment renting for \$725 per month. However, the higher priced larger units are on the market longer.

¹ It should be noted that some of the comments were directed to specific neighborhoods or projects. Due to confidentiality concerns, KMA has not identified specific projects; however, as many opinions were repeated the comments were incorporated into the discussion above.

- Closer to downtown, new projects completed in the last five years do not have many vacancies. In one project, sample rents range from around \$1,000 for an 800 square foot unit to \$1,325 for a 1,100 square foot unit.
- A good number of the downtown adjacent tenants in new buildings are professionals.
- Overall, some realtors feel this is a strong market for income properties. If a property is priced well, it will usually generate multiple offers within a few days. Reasons given include low interest rates and a weak stock market, which make property ownership more desirable.
- For principal residences, the market in many neighborhoods is relatively strong, as a well priced home could sell within a week.
- Some areas were identified as good neighborhoods for families with “good but not great schools.”
- One loft development near the downtown indicated the units sold relatively quickly, with sales prices ranging from \$276,000-\$476,000 for the lofts.

Residential Summary

The residential market in the Area is strong, as the value of existing single-family homes and condominiums increased significantly from 2001 to 2002. However, a limited number of new homes have been developed, even though demand would likely have been strong enough to absorb additional units.

Ownership Residential

The proposed Gateway project indicates there is likely market support for additional for-sale residential units in the Area. Given the overall densities in the Area, there will likely be limited development opportunities for single-family detached units. Therefore, with the existing densities already so high, additional attached or condominium development is likely best suited for the Area.

For Rent Product

Rents in the Area range considerably depending on the location and quality of the project. Near the downtown rents are higher with young professionals tenanted many of the newer projects. In other neighborhoods rents are significantly lower, but have shown improvement over the past two years. Lower priced units are very desirable, with limited turnover and rapid absorption. Given the rents additional for-rent development could potentially be feasible near the downtown; however, the low rents through the other neighborhoods will likely limit opportunities to publicly subsidized projects.

E. SUMMARY

The findings of this analysis have been briefly summarized below:

- **Retail** - Overall, Long Beach retail is not generating sales comparable to other jurisdictions. Within the Area, sales are not very strong, much of the existing development is becoming obsolete and rents are relatively low. Given these issues, additional retail development will likely have to be subsidized.
- **Industrial** - There is unlikely to be significant, desirable industrial opportunities within the Area through the near- and mid-term.
- **Residential** - The residential market in Southern California remains strong. The Area near the downtown is becoming a desirable location, with other opportunities for higher density multi-family product likely at select locations in the Area.

CHAPTER 3

AREAWIDE RECOMMENDATIONS

3.1 LAND USE STRATEGY FOR THE CENTRAL STUDY AREA

A. OVERALL LAND USE STRATEGY

Based on the analysis completed by the team, staff and community input, the overall Land Use Strategy for the Central Study Area is as follows:

- Preserve and enhance the residential neighborhoods,
- Address the extreme shortage of open space in the Central Study Area
- Consolidate retail uses currently spread out along the corridors to well-defined and easily accessible neighborhood centers, and
- Create more employment opportunities for the residents.

These elements of the Overall Land Use Strategy, also illustrated in Figure 3-1, are detailed as follows in the sections below:

Residential Strategy
Retail Strategy
Employment Strategy

B. RESIDENTIAL STRATEGY

Central Long Beach has a number of well-established neighborhoods where residents are actively engaged in the betterment of their immediate communities. Representatives of the neighborhoods have taken a leadership role in shaping the Vision Statement and Community Design Strategy.

The Central Study Area contains a great variety of residential neighborhoods ranging from stable single-family neighborhoods to a variety of mixed single-family and medium and higher density apartment neighborhoods. These higher densities are often related to the conversion of single family structures to multiple family occupancy, and overcrowding of apartment units. These structures are often dilapidated, not maintained properly and without adequate parking and yard space leading to the deterioration of the entire neighborhood. In addition, there are a number of oversized apartment buildings with inadequate parking that were built next to low-rise single-family homes creating problems of scale, parking and overcrowding. Therefore, there is a need to protect the stable single-family neighborhoods from structures that would violate the feel of the neighborhood.

There is a significant lack of park space further in the Central Study Area detracting from the quality of life in the neighborhoods. This need for open space is addressed in the following Section 3.2: Open Space and Streetscapes Strategy.

The arterial corridors, which are primarily commercial in nature, generally form the boundaries of these neighborhoods. These corridors pose both opportunities and challenges for the residential neighborhoods. As opportunities, the corridors provide clear edges to neighborhoods as well as shopping and employment opportunities for residents. However, these same corridors are often a blighting influence on the neighborhoods due to marginal retail uses, poor spatial relationships between retail and residential uses, and the lack of appropriate, enforced development standards.

RECOMMENDATIONS:

1. Preservation of Single Family Neighborhoods

The single-family neighborhoods, Wrigley and Westside, are generally concentrated in the northwest portion of the Central Study Area. Some duplexes and triplexes exist within these areas which were developed with historically referenced architectural design themes and at a scale (height and bulk) which is compatible with the single family residential structures. More contemporary units have generally not been sensitively designed. Therefore, the land use designations and zoning in these areas should continue to be low-density single-family homes with height and massing restrictions that maintain the existing low-rise

low-density feel. Duplexes or triplexes should not be allowed in the future unless of exceptional design quality as verified through design review.

2. Preservation of Historic Residential Neighborhoods

Two historic districts are located within the Central Study Area. These include the Drake Park District and the Craftsman Historic District and its associated Courtyard Districts including Brenner Place. It is recommended that the land uses in these historic residential neighborhoods be limited to residential uses only and that future design standards and guidelines address how new development is constructed to be compatible with the historic structures and fabric.

3. Upgrading of Mixed Home Areas

As illustrated in Figure 3-1, the remaining portions of the Central Study Area are occupied by Mixed Home types ranging from attractive single-family residences to poorly conceived and designed, high-density “cracker boxes” and other low quality apartment development. These Mixed Homes Areas contain complex, intricate pattern of building types, older and newer structures, and standard and substandard structures.

Much of the housing that requires the greatest attention in the Central Study Area is in the areas located north and south of Anaheim Street. This portion of Long Beach has the highest overcrowding, illegal conversions of units, poverty, crime and unemployment in the City of Long Beach. Absentee ownership in these areas is very high and also contributes to the problems. The Long Beach Housing Services Bureau of the Department of Community Development and the Long Beach Redevelopment Agency are concentrating their efforts to upgrade Long Beach housing in this area.

Strategies to improve the housing conditions in these areas include:

- Design standards and guidelines that regulate the massing, scale, and quality of new development.
- Privately and publicly funded programs to upgrade existing housing stock.
- Enforcement for building and code violations, public health violations and slumlord prosecutions.
- Land use plans that provide more parks and open space for the residents.
- New opportunities for housing in Central Study Area.

C. RETAIL STRATEGY

As mentioned in the previous chapter, the Central Study Area has a population of approximately 100,000 residents who are served by regional, community and local retail:

- **Regional** shopping needs of the residents are met in Downtown Long Beach. A Regional Shopping Center generally serves a wider city/regional population base and provides general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities.
- **Community** shopping needs, which are more extensive than the residents' daily necessities, are met by centers such as Wrigley Marketplace and the proposed American Marketplace. A Community Shopping Center generally serves a population of 40,000 to 150,000 people within a cluster of neighborhoods and provides convenience and personal services, as well as a range of apparel and appliance stores.
- **Local** retail is currently provided within the miles of arterial corridors within the Study Area, as well-defined neighborhood retail centers do not exist.

Several factors lead to the conclusion that the Central Study Area is currently over-zoned for commercial uses:

- Field surveys indicate that high vacancies and underutilized properties occupied by marginal uses along the arterial corridors.
- Further, the demographic analyses indicate the Central Study Area is home to families of lower income, larger size, lower educational levels and lower ages in relation to the City and County averages. These factors also result in a lower economic support of the existing retail.
- Much of the traffic in the Central Study Area is the result of trips made through the Study Area as opposed to within the Study Area. While this traffic provides some support for the retail uses along the arterial corridors, it does not provide enough support to justify the amount of retail zoning.

RECOMMENDATIONS:

1. Consolidation of retail uses into Neighborhood Centers

Therefore, the Land Use Strategy calls for consolidating neighborhood retail uses currently spread out on the arterial corridors to well-defined and easily accessible Neighborhood Centers. This dual-pronged strategy would both create vibrant centers for a variety of activities that neighborhoods residents could use and allow for other needed uses such as parks and housing to be developed along the corridors.

A Neighborhood Center has been defined by the Urban Land Institute (ULI), the leading national organization of real estate developers, as a center that serves a population of 5,000 to 40,000 people. This type of center provides for the sale of convenience goods (food, drugs and sundries) and personal services (laundry and dry cleaning, barbering, etc.) for the day-to-day living needs of the immediate neighborhood. Although Neighborhood Centers are generally built around a supermarket as the principal tenant, slightly less than half of all Neighborhood Centers nationwide are anchored by a supermarket.

While shopping would be an important part of the Neighborhood Centers, these centers would also be places where parks, schools and other community facilities are conveniently located for neighborhood residents' use, and connected with an attractive, pedestrian-oriented streetscape with well-designed public signage and public art.

This Strategy calls for eleven Neighborhood Centers within the Central Study Area. Each of these centers would serve approximately 10,000 residents each. These Centers would be located along the arterial corridors around existing pockets of anchor retail such as grocery stores or small collections of vibrant retail stores. Figure 3-1 indicates the locations for eleven proposed Neighborhood Centers. These locations were defined with the Steering Committee in terms of relationships to residential neighborhoods, through field surveys and through demographic and market analyses. These centers are listed and recommendations for six of them are discussed in further detail in Chapter 4.

2. Conversion of Corridors to other uses

By consolidating the local-serving retail within these proposed centers, the excess land in the corridors would then be available for other uses. Depending on the conditions along the corridors, other potential uses along these corridors would include community uses, multifamily residential, mixed-use development and open space. In all the corridors, any opportunity to acquire available land for conversion to park space would be an important strategy to help alleviate the shortage of open space within the Central Study Area. If traffic volumes are too high, adequate parcel depths are available, and the commercial uses are compatible with the adjacent neighborhoods, some of these corridors would continue to be zoned for commercial uses.

In all cases, the restructuring of the corridors would lead to improved edges for the adjacent residential neighborhoods with the development of appropriate development and design standards. In addition, uses that are incompatible with the residential neighborhoods such as junkyards or storage facilities requiring access by large trucks would be phased out through provisions within future rezoning. Additionally, in all the corridors, any opportunity to acquire land and convert it to park space should be seized.

A general discussion of the strategies for each of the corridors within the Central Study Area follows:

Pacific Coast Highway

Pacific Coast Highway (PCH) would continue in its historic role as a regional street connecting the oceanfront communities of the South Bay area. In addition, PCH has several distinctive features including the southerly Industrial District edge to the west of Magnolia; the northerly Signal Hill edge to the east of Cherry Avenue. It is recommended that PCH retain its primarily commercial orientation. Over the long term, commercial uses allowed on PCH would be limited to those uses that are compatible with the adjacent residential neighborhoods.

Anaheim Street

Anaheim Street carries some of the highest volumes of traffic in the Central Study Area. This is due to its connections with the 710 freeway and the Port of Long Beach and its role in carrying east-west regional traffic. Anaheim Street also passes through the Magnolia Industrial District to the west of Magnolia Avenue. While carrying significant local and regional traffic, East Anaheim Street also has considerable economic vitality, which is reflected in the Ralph's Center at Redondo Avenue and the concentration of Cambodian and multi-ethnic businesses between Atlantic and Redondo Avenues. The area around East Anaheim Street between Alamitos Avenue and Redondo Avenue is also ethnically diverse with an Asian and Hispanic population. This area is also the hub of one of the largest concentrations of the Cambodian community in Southern California. Given these features, it is recommended that Anaheim Street retain its primarily commercial orientation. Any incompatible commercial uses such as storage facilities and light industrial uses should be replaced over time by uses that are more compatible with the adjacent residential neighborhoods.

In addition, an Ethnic Specialty Center is proposed for East Anaheim Street. This Center would serve as a unique, regional destination center based on its planned multi-ethnic offerings of goods and food and its unique mix of Cambodian, Latino and African-American population.

Pacific Avenue

The Pacific Avenue corridor between Willow Street and Anaheim Street currently has a mix of commercial and residential uses. The residential uses are generally provided as a part of mixed-use parcels and are generally located between PCH and Hill Street. The City of Long Beach has made extensive streetscape improvements including a landscaped median in the area between Willow Street and PCH. The City has also assisted in the establishment of a Business Improvement District for the same area.

Given the current compatibility of the existing uses with the adjacent neighborhoods and the public investments already made by the City, it is recommended that the Pacific Avenue remain a mixed-use corridor. This corridor would continue to serve local retail needs of the surrounding neighborhoods as well as add to the supply of residential units as a part of mixed-use development.

The commercial uses along Pacific Avenue consist primarily of local-serving retail and office with a concentration of medically related uses between Hill Street and Willow Street. It is recommended that the portion of Pacific Avenue between Hill Street and Willow Street be retained as a mixed use, commercial corridor that continues to provide medical offices and general office space and that needed park space be added to the corridor where possible.

Willow Street

Willow Street carries relatively low traffic volumes along its length between Atlantic Avenue to the East and the Study Area boundary to the west. The Los Angeles River/710 Freeway divides Willow Street into two segments. Higher quality, single-family residential neighborhoods are located north and south of Willow Street along its length. The existing Wrigley Marketplace, a Community Shopping Center, and Willow Street Transit Station of the Blue Line anchor the eastern end of the street. The City of Long Beach has made significant investments along Willow Street including the creation of Wrigley Marketplace through redevelopment, the provision of landscaped medians and the implementation of a façade program along portions of the street.

The proposed long-term strategy for Willow Street would be to transition the underutilized commercial parcels to those zoned for high-quality multifamily residential uses that provide opportunities for home ownership. These residential uses could be a part of mixed-use development within the Neighborhood Centers.

Santa Fe Avenue

Santa Fe Avenue carries relatively low traffic volumes along its entire length within the Central Study Area. Santa Fe Avenue connects to the Industrial District to the south at Pacific Coast Highway and with residential neighborhoods to the north. The edges of Santa Fe Avenue currently contain a number of parks and schools including the new Cabrillo/Savannah High School located between Pacific Coast Highway and Hill Street. The southerly portion of Santa Fe Avenue, just north of the new high school, contains a vibrant,

Latino shopping area. Existing single family neighborhoods are located both east and west of Santa Fe Avenue.

The proposed long-term strategy for Santa Fe Avenue would be to also convert underutilized commercial parcels to those zoned for high-quality multifamily residential uses. This proposed zoning would allow for live-work spaces and corner stores.

Seventh Street

Seventh Street carries relatively lower traffic volumes compared to the other corridors. The predominant land use along Seventh Street is high-density residential apartments. The lack of adequate amount of open space in the surrounding neighborhoods is of great concern. Seventh Street provides the edge for or access to several important historic districts including the Drake Park Historic District and the Craftsman Historic District. The eastern portion of Seventh Street also shares an important edge at Alamitos Avenue with the East Village Arts District.

While there are many fine historic single-family homes in both the bordering historic districts, as well as historic residential structures on Seventh Street, there are many high-density apartments along Seventh Street that not only are lacking in architectural character but are also deteriorating and overcrowd their lots.

Because of these factors, regulatory policies should be restructured to provide for the long-term recycling of the deteriorating and unattractive apartment complexes along Seventh Street to high-quality residential development featuring appropriate street setbacks, side yards, interior open space and architectural styles compatible with the adjacent historic districts. In addition, more parks and expanded school facilities to serve the adjacent residential neighborhoods should be provided.

Atlantic Avenue

Atlantic Avenue carries a relatively high volume of traffic and has three distinctive subareas. The area of Atlantic Avenue that is north of Willow Street is characterized by a mix of institutional and commercial uses including Long Beach Memorial Hospital, car dealers and some apartment uses. The central portion of Atlantic Avenue between Willow Street and Pacific Coast Highway is characterized by residential uses including both senior citizen mid-rise housing and new single-family, small-lot residential development. The revitalization of this section of Long Beach Boulevard has been and is being accomplished through the joint efforts of the Long Beach Redevelopment Agency and the Housing Services Bureau of the Department of Community Development. A mix of institutional and commercial uses including St. Mary's Hospital and medically related office and hotel/motel uses as well as some apartment uses characterize the southerly portion of Atlantic Avenue.

The retention and expansion of the medically related uses along Atlantic Avenue in the vicinities of both St. Mary's and Long Beach Memorial Hospitals would not only be compatible with existing uses but also provide employment opportunities for Study Area residents. The conversion of the remaining commercial uses in the central portion of the Avenue to residential uses would complement the residential character already developing in that area. One of the proposed Neighborhood Centers is located in the vicinity of Hill Street with Burnett Library and Burnett Elementary School, which would also support the residential revitalization of this portion of Atlantic Avenue.

Long Beach Boulevard

Long Beach Boulevard is characterized by several important factors, which offer substantial potential for revitalization. The Blue Line provides excellent light rail access to the area through stations located at Anaheim Street, Pacific Coast Highway and Willow Street. The Wrigley Community Shopping Center, Long Beach Memorial and St. Mary's hospitals provide important services in attractive facilities. Wide sidewalks and landscaping associated with the Blue Line present positive streetscape aspects with further potentials for new uses.

With the exception of the shared parking facilities and pedestrian connections to the station relating to the Wrigley Community Shopping Center and the Willow Street Blue Line Station, the land use patterns along Long Beach Boulevard have yet to respond to the potential of the Blue Line accessibility. For example,

Long Beach Boulevard currently contains a number of uses that do not benefit from this accessibility including used car lots, bus parking lots and storage facilities.

Based on these factors it is recommended that Long Beach Boulevard land use pattern be restructured over time to include:

- Transit Oriented Districts within a short walking distance of the Anaheim Street, Pacific Coast Highway and Willow Street stations. Transit Oriented Developments (TOD's) are mixed-use, walkable communities developed around transit stops, usually within 1/4 mile. TOD's significantly reduce auto dependency and can help revitalize areas and offer a new model for managing growth. These districts would include street level retail uses related to both transit users and resident shoppers with residential or local-serving office uses above.
- Transit Oriented Corridors adjacent to the Transit Oriented Districts. These Corridors would consist of residential uses with incidental retail use. These Corridors are also within walking distance of the Transit Stations.
- A concentrated Auto District in the central portion of Long Beach Boulevard located between Pacific Coast Highway and Willow Street. Viable used car sales venues currently scattered along Long Beach Boulevard would be consolidated within this District which is beyond walking distance from the transit stations.
- the American Marketplace Community Shopping Center beginning at Anaheim Street on the north and extending along the west side of Long Beach Boulevard to 10th Street. This Center's implementation should be coordinated with the Anaheim/Long Beach Boulevard Transit-Oriented-District with which it is contiguous. This Center will complement the existing Wrigley Community Shopping Center to the north as well as community shopping facilities in downtown to the south.

D. EMPLOYMENT STRATEGY

Given the high incidence of poverty in the Central Study Area, access to jobs is particularly important for residents. Due to the lack of vacant parcels suitable in size for industrial use, the focus of the Land Use Strategy is on the preservation and enhancement of existing employment areas. Four strategies for increasing employment opportunities are recommended.

RECOMMENDATIONS:

1. Intensification of Uses in the Magnolia Industrial District

Job generating potential should be increased in the existing Industrial District generally bounded Pacific Coast Highway, Magnolia Avenue, Anaheim Street and Santa Fe Avenue. This can be accomplished by land use changes emphasizing clean manufacturing uses and gradually eliminating storage uses. In conjunction with the intensification of the job uses in this District, it is further recommended that open space/parks should be used as a means to both create a better edge with the adjacent residential neighborhoods and to enhance the working environment for employees.

2. Job Creation Program at the Community and Neighborhood Centers

Job training programs should be coordinated with the creation of the new American Marketplace Community Retail Center and the Neighborhood Retail Centers. This is important because the service sector, including retail service, of the U.S. and Southern California Economy is growing in relation to manufacturing employment.

3. Job Creation Program with the two Hospitals

Job training programs should be coordinated with the two major hospitals – Long Beach Memorial and St. Mary's. Particular opportunities exist presently and in the future related to the shortage of nurses and medical assistants.

4. Advertisements of job opportunities at Blue Line Stations

The City should communicate job opportunities in the region with potential for Long Beach residents via advertising at the Blue Line Stations.

3.2 OPEN SPACE AND STREETSCAPES STRATEGY FOR THE CENTRAL STUDY AREA

A. OVERALL STRATEGY

The goals of the Open Space and Streetscape Strategy are as follows:

- Increase the quantity of public open space,
- Use open space to support neighborhood and economic revitalization, and
- Enrich the environmental quality of the neighborhoods.

The overall strategy for Open Space and Streetscapes is to:

- Increase park and open space within the Central Study Area,
- Link existing and new parks with the regional open space resources, and
- Coordinate joint use facilities and programs with the LBUSD.

B. OPEN SPACE AND STREETSCAPES STRATEGY

The Department of Parks, Recreation and Marine defines parks (Department of Parks) as “tracts of land that are accessible to, or benefiting the general public, through preserving natural areas or promoting mental and physical health of the community through recreational, cultural, or relaxation pursuits.”

The Open Space and Streetscapes Strategy has been developed within the context of:

- A severe shortage of park space in the Study Area. With approximately 100,000 residents and a city standard of 8 acres per 1,000 residents, there should be approximately 800 acres of park space in the Central Area. Currently, there are only 61 acres in the Central Study Area. There are currently approximately 68 acres of usable open space associated with the elementary, middle and high schools in the Central Study Area. The Department of Parks and the Long Beach Unified School District are currently providing or planning for a variety of “after school” programs to make this open space more accessible.
- Steering Committee recognition of the importance of park and open space to the quality of the residential neighborhoods.
- Unique opportunities afforded by the Los Angeles River as an open space corridor serving the Study Area and as a link to a regional open space resource.
- Unique opportunities afforded by the former Pacific Electric railroad right-of-way that has been abandoned for railroad use.

The Open Space and Streetscapes Strategy addresses the provision of additional park space and the linking of parks, public school grounds and streetscapes. The Open Space and Streetscapes Strategy also addresses the potential for open space to enrich the character of neighborhoods, link with other elements at the Neighborhood Retail Centers and provide a unique and positive environmental signature for the Central Study Area.

RECOMMENDATIONS:

1. Create new parks and/or expansion of existing parks.

The Department of Parks has recently identified nine additional park sites in the Central Study Area comprising approximately 86 acres. Additional sites are being considered in conjunction with this Strategic Planning process.

2. Develop joint use facilities and/or programs with the Long Beach Unified School District (LBUSD).

This would allow for maximizing future potentials for acquisition of sites for public parks, the expansion of the currently overcrowded school sites to include more space for both active student use, to provide breathing room for overcrowded academic facilities, and the eventual replacement of portable classrooms with new facilities or open space. New neighborhood park sites should be combined with existing or new

public school sites whenever possible. Existing and new neighborhood parks be integrated with other public facilities, including libraries and community facilities whenever possible.

There could be about 214 acres of space available in the future by combining existing parks, usable school open space and park sites recently identified by the Department of Parks. This is still about only 25% of the needed space.

3. Develop public parks within the proposed Neighborhood Centers as well as along the arterial corridors.

One of the priority potential designations for reuse of the excess commercial uses along the major arterial corridors would be public parks and school sites. (See also Land Use Strategy).

4. Create a major linear park in the former Pacific Electric Railroad right-of-way.

This park could be developed with a trail system that connects from Veterans Memorial Park to Orizaba Park. Elements of this grand linear park would include major sports fields as well as small pocket parks, lawn areas for informal sport activities, playgrounds, and seating areas. The park's linear form would provide access from many points, including parks, schools, Neighborhood Centers and major streets.

5. Connect existing parks, schools and community facilities with the Los Angeles River, Waterfront and the Linear Park with an open space network.

All of the open spaces in the Study Area should be linked together in an open space network consisting of freestanding public parks, public parks associated with public schools, the proposed linear park, the Los Angeles River and streetscapes along local neighborhood streets or the area-wide corridors. This linked open space network should be carefully planned to connect with the Neighborhood Centers, Community Retail Centers and Transit Oriented Districts. This open space network should be connected southward to Long Beach's outstanding waterfront environment and northward to the Los Angeles River/San Gabriel River regional open space network. The open space network should be promoted as a way for residents to walk or bicycle to employment in the Industrial District, the Neighborhood and Community Shopping Centers and the two major hospitals.

6. Upgrade existing streetscapes with the Central Study Area.

The public rights-of way should be upgraded to include additional landscape (primarily street trees), lighting, signage, and street furniture. These enhancements would be particularly important in the Neighborhood and Community Shopping Centers. If appropriate, landscaped medians would be proposed.

7. Provide for additional "green" open space with elements such as landscaped setbacks.

Zoning should be modified to require appropriate setbacks on private property within the Neighborhood and Community Retail Centers and within the Transit Corridor. These private setbacks would supplement the limited pedestrian space currently available along the extremely narrow sidewalks in many of the Neighborhood Centers. These setback areas would be used for pedestrian circulation, outdoor dining or mini-plazas.

3.3 URBAN DESIGN STRATEGY FOR THE CENTRAL STUDY AREA

A. OVERALL URBAN DESIGN STRATEGY

The Land Use Strategy introduced Neighborhood and Community Shopping Centers as appropriate shopping components of the Central Study Area because of the area's large geographic size and large population. The Land Use Strategy also identified residential enhancement strategies related to the existing nature of the housing stock in the different types of Neighborhoods in the Study Area. The Open Space and Streetscapes Strategy described a network of open spaces, including public parks, public school yards and public streetscapes which increases the quantity and perception of open and creates an open space identity for the Central Study Area.

The Urban Design Strategy focuses on connections between the Land Use and Open Space and Streetscape Strategies as related to the perceptions of neighborhood residents and visitors experiencing the Central Study Area. Through understanding how these various factors affect the day-to-day lives of residents and visitors within the Central Study Area, public improvements including parks and streetscapes and planning for new Neighborhood and Community Retail Centers can be better integrated to achieve functional and attractive environments.

The proposed neighborhood centers and the open space network are the primary tools with which the character and quality of the Central Study Area can be enhanced. In addition, signage and graphics, public art and façade programs can be used to reinforce Neighborhood and Central Study Area Identity.

Neighborhood Centers

As described in the Land Use Strategy, Neighborhood Centers are places where the various components of day-to-day urban living can be enjoyed as part of the many neighborhoods comprising the Central Study Area. The Neighborhood Centers would be planned and developed to encompass:

- Neighborhood Retail Uses: local serving retail uses such as supermarkets, drugstores, restaurants, etc.
- Mixed-Use Development: Residential over retail with housing for seniors, singles for couples without children located over neighborhood retail uses constructed as infill projects.
- New Public Parks, Expanded Public School Yards and/or expanded or new Public Libraries which are located within or adjacent to the Neighborhood Retail Centers, where possible.
- Pedestrian Oriented Streetscapes with attractive shade trees, benches, tree grates, pedestrian-scaled lighting, attractive trash receptacles, bus shelters and public art related to the several blocks comprising each Neighborhood Center.

Open Space Network

The Open Space Network identified in Figure 3-2 & 3-3 provides a series of important linkages between the:

- Residential neighborhoods and the Neighborhood and Community Shopping Centers,
- Elements of the Open Space network to enhance the sense of open space in the Central Study Area and to create a unique identity (See Open Space and Streetscapes Strategy),
- Residential neighborhoods and the Blue Line Stations,
- Central Study Area and the existing amenities of Downtown and the Oceanfront as well as the future amenities associated with regional improvements to the Los Angeles River.

RECOMMENDATIONS

Following are some means to reinforce the identity of Neighborhoods and the Central Study Area:

1. Neighborhood Markers

Neighborhood Markers can be a means of identifying neighborhoods and reinforcing neighborhood pride. Markers should be established at one or more key streets leading from a Neighborhood Center into residential neighborhood. These markers could also consist of gateway structures, such as a pair of

distinctive columns in the public right-of-way and/or signage, which name a neighborhood. Thus, there should be an interrelated architectural or graphic style relating the Neighborhood Center Markers (see below) to the Neighborhood Markers.

2. Neighborhood Center Markers

Names could also be given to the Neighborhood Centers, which provide retail and public facilities serving the neighborhoods. Since the Neighborhood Centers serve more than one neighborhood, they should be designated with names that are compatible with the adjacent neighborhoods that they serve. The Neighborhood Center Markers could consist of gateway structures, such as a pair of distinctive columns in the public right-of-way and/or signage, which name a Neighborhood Center.

3. Open Space Network Signage

A signage system could be created to identify the Open Space Network proposed for the Central Study Area. (See also Open Space and Streetscapes recommendations.) This signage system would identify certain streets within the neighborhoods as pathways for pedestrians or bicycle riders to reach either the open spaces of the Open Space Network or a Neighborhood Center.

4. Public Art

Central Long Beach has a well-developed program of murals associated with the Public Schools. In addition, the D'ARTs bus makes connections with Downtown, the East Village Arts District and portions of the Central Study Area. Additional public art should be integrated with each of the Neighborhood Centers identified in figure 3-3. Public art can take a variety of forms including murals, sculpture and artist-designed street furniture. Changing displays of temporary art can also be programmed for the public parks and mini-plaza components of the Neighborhood Centers.

5. Façade Enhancement Program & Design Guidelines

Several façade enhancement programs offered by the Agency/City have already demonstrated the sense of place and quality that improved building signage, awnings and painting can contribute to the streetscape environment. Continuation of such a façade program is recommended for the Central Study Area, with a focus on the Neighborhood Centers. In addition, design guidelines that address retail façades should be developed. The combination of the Markers with the façade program and guidelines can make a major impact on the appearance and positive identity of the Central Study Area.

CHAPTER 4

NEIGHBORHOOD CENTERS RECOMMENDATIONS

4.1 INTRODUCTION

As described in Chapter 3: Area-wide Recommendations, it is envisioned that eleven Neighborhood Centers be developed in the Central Study Area. These are as follows:

1. Santa Fe Avenue at Willard Street Neighborhood Center
2. **Willow Street at Santa Fe Avenue Neighborhood Center**
3. Willow Street at Magnolia Avenue Neighborhood Center
4. **Pacific Avenue at 20th Street Neighborhood Center**
5. Atlantic Avenue at Hill Street Neighborhood Center
6. **Pacific Coast Highway at Orange Avenue Neighborhood Center**
7. **West Anaheim Street at Cedar Avenue Neighborhood Center**
8. **East Anaheim Street at Gundry Avenue Neighborhood Center**
9. East Anaheim Street at Redondo Avenue Neighborhood Center
10. West 4th Street at Maine Avenue Neighborhood Center
11. **East 7th Street at Orange Avenue Neighborhood Center**

Six of these centers indicated in bold in the above list, have been studied in greater detail in this chapter. In addition to the Neighborhood Centers, one of the Transit-oriented District on Long Beach Boulevard between PCH and Hill Street has been studied.

The proposed uses for these Neighborhood Centers are based on building upon the existing uses and redirecting future development to critical sites that are currently vacant or underutilized. The long-term goal of the Strategic Guide is to focus the uses in these Centers to neighborhood-related and pedestrian-oriented uses that form a synergy with residential, institutional uses and open space. These uses would include mixed-use development that combines retail and/or office uses with residential uses, and are an important element that can bring additional vitality to these Centers.

The next phase of this project, the Strategic Guide will address short and long-term strategies for implementing these recommendations. At that time, critical projects that would jump-start the revitalization will also be identified. Proposed strategies will include zoning changes, creation of maintenance and parking districts, and coordination with the Police Department regarding enhanced security procedures, among others.

4.2 WILLOW STREET NEIGHBORHOOD CENTER

A. EXISTING CONDITIONS

The Santa Fe/Willow Neighborhood Center is located on Willow Street, just east of Santa Fe Avenue, at the border between the Westside and Upper Westside neighborhoods. Delta Avenue marks the eastern limits of the Neighborhood Center while Santa Fe Avenue forms the western edge.

Land Use

The existing land uses within this Neighborhood Center are generally neighborhood-oriented retail and office uses, institutional and religious uses, and multifamily housing.

Retail & Office

Two grocery stores, a Ralph's Supermarket, located between Baltic and Caspian Avenues, and La Lupita, a Hispanic-oriented store on Santa Fe Avenue, anchor this center. The Ralph's is an older facility and is smaller than the typical grocery store today.

Three of the four prime sites at the intersection of Willow Street and Santa Fe Avenue have auto-oriented uses such as a gas station or fast food restaurant. The fourth corner, formerly a gas station, is currently vacant.

There are several auto-related uses such as gas stations, car wash, auto repair and auto parts stores. The neighborhood-related uses include a laundromat, video rental store, salon, furniture store, art gallery, cleaners and a bakery, among others. There are a few small restaurants and fast food drive-thrus as well. The office uses include accountants' and dentists' offices.

While the majority of the buildings are nondescript in style with little architectural character, they are generally in fair condition. Façade and signage improvements are strongly needed.

Institutional

A neighborhood library, Bret Harte branch, is located on the corner of Adriatic Avenue and Willow Street. As mentioned earlier in Chapter 3: Area-wide Recommendations, this library is undersized and needs to be expanded.

There are three churches within the center: Willow Street Church of God between Caspian and Delta Avenues, Westside Christian Church at the southeast corner of Adriatic and Willow and Seventh Day Adventist Church on Santa Fe Avenue with an associated community center adjacent to it. The Willow Street Church of God also has an associated school. Activity at these churches is generally limited to Sundays.

Residential

Two multifamily structures in deteriorated condition are located in the block between Santa Fe Avenue and Adriatic Avenue on the south side of Willow Street. There is also an apartment complex to the north of the gas station on the northwest corner of Willow Street and Santa Fe Avenue.

The Neighborhood Center is surrounded by moderate-income single-family homes that were developed mostly in the post World War II era. These homes are primarily single-story ranch style structures with low-pitched roofs and are generally in fair to good condition.

Underutilized and Vacant Sites

There are two vacant sites within this neighborhood center, one on the northeast corner of Willow & Santa Fe and the other on the southeast corner of Willow Street and Caspian Avenue.

Some of the buildings are in very poor condition and the uses within are marginal. These properties provide opportunities for revitalization.

Circulation & Parking

Willow Street is a four-lane artery with a curbed median within this center. While the posted speed limit is 35mph, the observed speeds are higher. On-street parking is permitted during the day with limits during peak hours. The churches in the center have large off-street parking lots that are generally under-utilized during the week. The Ralph's and La Lupita Grocery Stores both provide off-street parking as well.

Urban Design:

Open Space & Streetscapes

There are no existing parks in this Neighborhood Center. Street trees along Willow Street and Santa Fe Avenue are sparse and primarily located within the medians. The north-south residential streets generally have mature street trees.

The lack of marked crosswalks and high speed of automobiles along both streets hampers pedestrian activity. The sidewalks along Willow Street range between eight and twelve feet in width. There are few street amenities such as trashcans and benches.

Neighborhood relationships

As mentioned earlier, the Neighborhood Center is surrounded by single-family homes that were developed mostly in the post World War II era. The interface between the arterial and residential uses varies along the corridor. In several of the blocks, an alley buffers the residential uses from the retail along the corridor. In some cases, the arterial uses abut directly with the homes creating a problem of privacy, security, noise and visual blight.

B. PROPOSED USES

Land Use

A major recommendation for this center is to expand the Ralph's Supermarket. KMA's analysis shows that this site could support an upgraded and larger grocery store of up to 30,000 SF in size. The vacant site directly to the east of the Ralph's would be a drugstore or bank.

The parcels directly to the east of the Bret Harte Neighborhood Library are currently under-utilized and in poor condition. The library would be expanded eastward with a mini-park on the northwest corner of Baltic Avenue and Willow Street. The expanded library would be a two-story structure and provide additional on-site parking for its patrons.

The existing retail slated to remain would be upgraded with façade rehabilitation and signage programs, and more viable retail would be attracted with tenant recruitment strategies. Some of the auto-related uses are inappropriate for the pedestrian-oriented emphasis desired for the area and hence would be zoned out allowing for mixed-use development on those parcels.

A critical block for revitalization is between Willow and 25th Street and Santa Fe and Adriatic Avenues. This block is anchored by La Lupita Supermarket at its southern end. The rest of the block currently has marginal uses. Pedestrian-oriented retail/office uses, as part of a mixed-use development would be expanded along both the Willow and Santa Fe street frontages. The scale of this development would be two-three stories with the massing closer to the street edge.

The residential uses along Adriatic are in very poor condition and create blight for the rest of the neighborhood. These uses would be replaced by multifamily uses that would interface appropriately with the rest of the neighborhood in terms of scale and density. The housing prototype recommended for this block is attached or detached townhouses with direct pedestrian access from the street, one or two stories in height, with the bulk of the building mass set back towards the alley. Parking access would be provided from the alley.

Circulation & Parking

Vehicle and pedestrian access and circulation, as well as parking are adequate to meet expected needs produced by the proposed land use plan. However, a pedestrian actuated traffic signal located on the west leg of Willow Street at Baltic Avenue is proposed. This protected crossing will provide a safe crossing of West Willow Street for neighborhood resident foot traffic going to and from the library on the north side of the street, and also to the expanded Ralph's on the south side of the street. An off-cycle shared parking approach with the churches should be explored.

Urban Design:

Open Space & Streetscapes

The street tree program would include the continuation and infill of trees along sidewalks, as well as planting of trees, shrubs, and groundcover within the medians. Planting would also be introduced by the addition of 10' to 20' landscape setbacks along the street frontage of Mixed-Use parcels. The expanded Library parcel would include a small pocket park along Baltic Avenue, scaled to accommodate informal play and a small playground. Both new and existing parking lots should receive increased landscape planting, including the introduction of shade trees. Furniture clusters would include a bench and trash receptacle, and occur at the end of blocks, increasing pedestrian amenity at intersections.

Neighborhood relationships

As mentioned earlier, the buffers between the retail and residential varies. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would shield the residence from noise, provide privacy, and also be visually appealing.

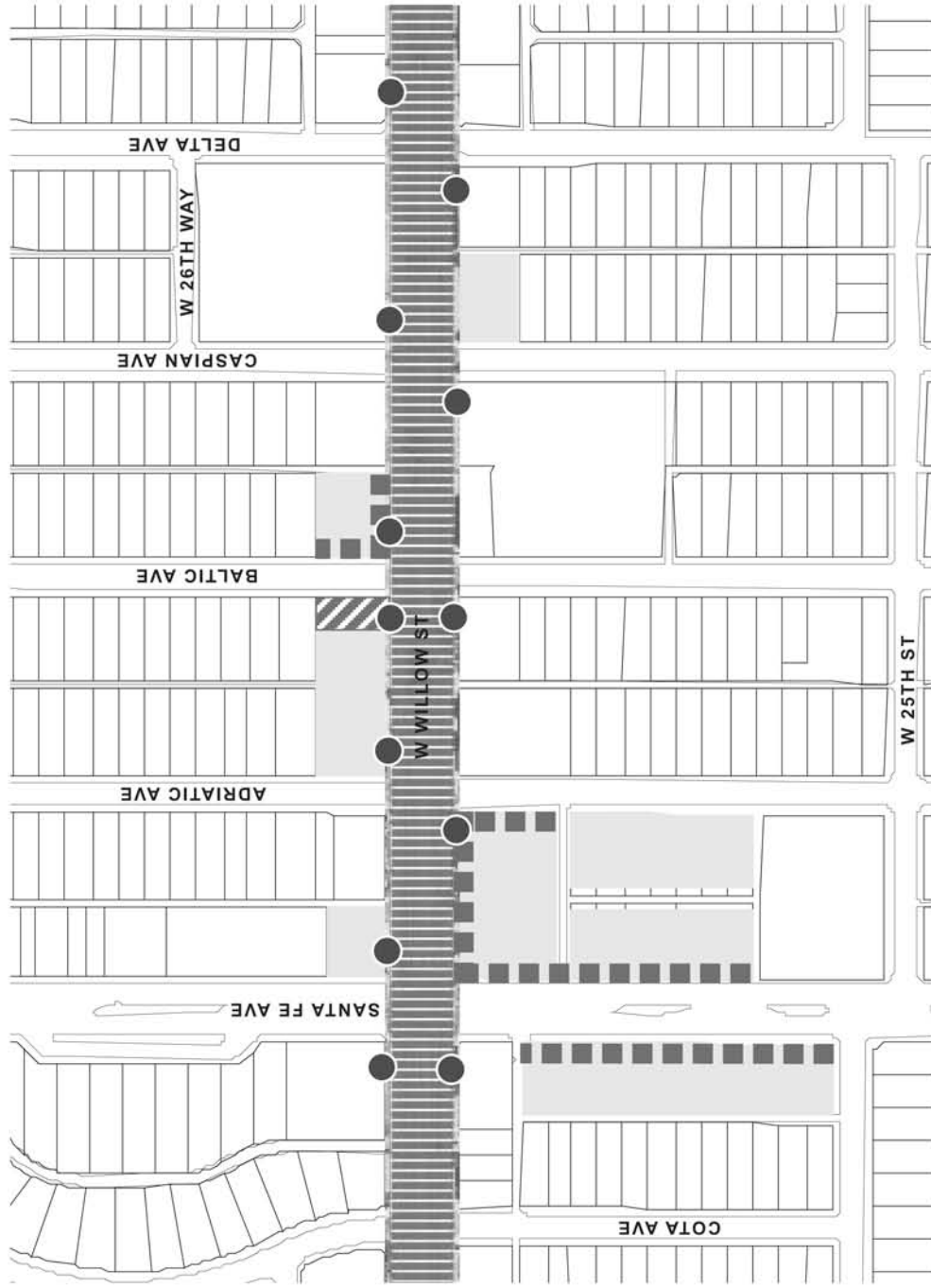





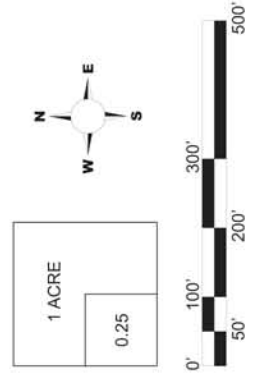


Figure 4-1C
Willow/Santa Fe Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN

-  Street Tree Program
-  Proposed Park
-  Landscape Setback
-  Furniture Cluster
-  Proposed New/Upgraded Development



4.3 PACIFIC AVENUE NEIGHBORHOOD CENTER

A. EXISTING CONDITIONS

The Pacific Avenue Neighborhood Center is located on Pacific Avenue between PCH and Hill Street. This center is located at the border of the South Wrigley and Southeast Wrigley neighborhoods.

Land Use

The existing land uses within this Neighborhood Center are generally neighborhood-oriented retail and office uses, religious uses, and mixed-use projects with multifamily housing.

Retail & Office

A grocery store, Northgate Gonzalez Supermarket, is located at the northeast corner of Pacific and 21st Street. This store appears to have been a renovation of an older grocery store. The building presents a large, blank façade to Pacific and does not fit well into its context.

Pacific Avenue has several older mixed-use buildings, generally two story in height, some historic from the 1920's and 1930's, with retail at the street level and residential above and behind the retail. While the original architecture is still intact, building upgrades, façade and signage improvements are strongly needed.

While a majority of the other retail and office uses are neighborhood-oriented, there are several auto-related uses such as gas stations, auto repair and auto parts stores in this center. The neighborhood-related uses include a video rental store, barber shops and salons, furniture stores, cleaners and bakeries, among others. There are several restaurants, bars and fast food drive-thrus as well. The office uses include accountants' and dentists' offices. A couple of motels and storefront churches can be found within this center.

A busy US Post Office is located on the east side of the street in the block north of PCH. In the same block, a daycare center is also center of activity.

Residential

The multifamily residential uses along Pacific Avenue are generally in mixed-use structures although a couple of single-family homes can also be found on the street. These residential uses are in fair condition and need to be upgraded.

Pacific Avenue forms the edge between South Wrigley and Southeast Wrigley neighborhoods. South Wrigley, to the west of Pacific Avenue, is an older residential neighborhood that was primarily developed with one-story single-family homes. Most homes are in relatively good condition.

Southeast Wrigley, located to the east of Pacific Avenue, was developed with two-storied apartment buildings when the rest of the Wrigley Community was built up with spacious single-family homes. Maintenance has been kept to a bare minimum, causing further dilapidation. In addition, a severe lack of off-street parking means that residents are forced to park in the street, further increasing congestion problems.

Underutilized and Vacant Sites

There are several major vacant sites within this neighborhood center – on the northwest corner of PCH & Pacific Avenue, on the northwest corner of 19th Street & Pacific and the northeast corner of 20th Street and Pacific Avenue. A few underutilized buildings can also be found scattered in the center and provide opportunities for revitalization.

Circulation & Parking

Pacific Avenue is a four-lane artery with a curbed landscaped median within this center. While the posted speed limit is 30mph, the observed speeds are higher. On-street parking is permitted during the day with limits during peak hours. While the grocery store provides off-street parking, most of the retail uses do not have adequate parking. The residential uses provide parking accessed from the alley.

Urban Design:

Open Space & Streetscapes

There are no public parks in this Neighborhood Center. This street has a landscaped median and a recently implemented streetscape program included mature palm trees along the sidewalks. The median with low plantings is in fair condition.

The sidewalks along Pacific Avenue range between ten and fifteen feet in width. The Wrigley Business Improvement Association has recently installed trashcans along the street. The high speed of automobiles and the lack of marked crosswalks hampers pedestrian activity.

Neighborhood relationships

As mentioned earlier, the Neighborhood Center is surrounded by single- and multifamily homes. In general, an alley buffers the residential uses from the retail along the corridor. In rare cases, the retail uses, such as the grocery store, abut directly with the homes creating problems of privacy, security, noise and visual blight.

B. PROPOSED USES

Land Use

The long-term goal is to focus the uses in this Center, between 20th Street and Hill Street, to neighborhood-related and pedestrian-oriented uses that form a synergy with existing residential uses and open space. Restaurants and outdoor dining would be encouraged in this section. A major recommendation is the creation of a neighborhood park in the two blocks between 20th and 21st Streets, just south of the grocery store, vacating Willard Street. An alternate land use for these parcels is upgraded mixed-use development.

The corners of Pacific and PCH are appropriate sites for auto-oriented retail uses. A critical available site for revitalization is at the northwest corner of PCH and Pacific. In combination with the parcel to the west across the alley, a drugstore or restaurant would be a good addition to both PCH and Pacific.

The area between these arterial-oriented retail uses and 21st Street is proposed to allow mixed-use development, which may have residential uses as a primary component. Pedestrian-oriented retail/office uses and residential uses, as a part of a mixed-use development would be sited on the northwest corner of the 19th Street and Pacific as a key development opportunity. The scale of this development would be two-three stories with the massing closer to the street edge.

The existing retail slated to remain would be upgraded with façade rehabilitation and signage programs, and more viable retail would be attracted with tenant recruitment strategies. Some of the auto-related uses are inappropriate for the pedestrian-oriented emphasis desired for the area and hence would be zoned out allowing for mixed-use development on those parcels.

Circulation & Parking

Changes to both vehicle and pedestrian access and circulation, as well as parking, are proposed. Pacific Avenue presently provides two travel lanes in each direction, plus parallel parking along the curb. In support of the proposed land use plan, it is proposed to reconfigure Pacific Avenue to provide one travel lane in each direction, plus diagonal parking. This will increase the number of parking spaces at the curb. While mid-block traffic capacity will be affected, existing capacity at Pacific Coast Highway (PCH) can be maintained. To provide for a safe neighborhood pedestrian traffic crossing to and from the existing Post Office located mid-block on the east side of Pacific Avenue, a pedestrian actuated traffic signal on the north leg of Pacific Avenue at 19th Street is proposed.

Urban Design:

Open Space & Streetscapes

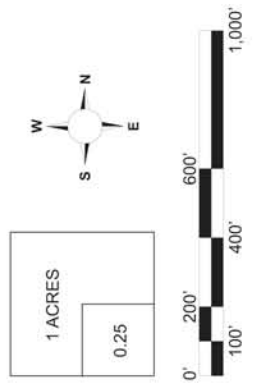
The street tree program is currently well developed, although infill of the palm and canopy trees along the sidewalks is encouraged. There is ample space along the sidewalks for outdoor dining, in association with the proposed restaurant and food oriented retail. There is a proposed park site located between 20th Street and 21st Street, which would allow for development of playground and picnic areas. Another smaller pocket park is proposed adjacent to the existing Childcare Center just north of PCH. And, there is potential for an additional park site north of 19th street. And, once again, furniture clusters at street intersections should support the various neighborhood retail and park visitors.







Neighborhood relationships

As mentioned earlier, the buffers between the retail and residential varies. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would both shield the residence from noise, provide privacy, as well as be visually appealing.



Figure 4-2C
Pacific Avenue Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN



-  Street Tree Program
-  Proposed Park
-  Proposed Park
-  Alternative Park Site Location
-  Furniture Cluster
-  Proposed New/Upgraded Development

4.4 PACIFIC COAST HIGHWAY NEIGHBORHOOD CENTER

A. EXISTING CONDITIONS

The Pacific Coast Highway/Martin Luther King Jr. Neighborhood Center is located on PCH between MLK Jr. Avenue and Alamitos/Orange Avenue.

Land Use

The Pacific Coast Campus of Long Beach City College (LBCC) anchors this center at the east and Polytechnic High School (Poly) at the west. A strip mall, several dilapidated and seedy motels, auto-related uses and several fast food restaurants occupy the four blocks between these two educational institutions. There are several vacant and/or under-utilized parcels, such as the former McDonald's site, along the corridor as well.

The parcels on the north side of PCH are about 200 feet deep while those on the south side are generally less than half that, ranging from 40 to 100 feet deep. This depth is a constraint in the development of modern retail uses.

Across from the LBCC campus, a 15,000 SF Sav-On drugstore is planned. This project incorporates on-site surface parking and a mini-park on the southeast corner of Orange Avenue and PCH.

Residential

The surrounding residential neighborhoods consist of very dense, primarily multifamily units (cracker boxes), overcrowded, subdivided single-family units and some single-family homes. These neighborhoods are highly deteriorated and have a mix of architecture styles. There are a few older well-kept homes but these are rare.

Circulation & Parking

PCH is a six-lane major commercial corridor artery with a painted median within this center. While the posted speed limit is 35 mph, the observed speeds are higher. On-street parking is permitted during the day with limits during peak hours. Most of the retail uses provide off-street parking.

Orange and Alamitos Avenues have been recently reoriented south of PCH to square off the Sav-On site mentioned earlier. Alamitos now turns into Orange across PCH.

Urban Design

Open Space & Streetscapes

An 8.2 acre community park, Martin Luther King, Jr. Park and Community Center is located one block to the north of PCH at Orange Avenue. While the LBCC campus is well landscaped, there are no street trees along PCH. Street trees along the neighborhood streets are also sporadic. The sidewalks along PCH are fairly narrow with almost no amenities such as trashcans or benches.

Neighborhood relationships

On the north side of PCH, the interface between the residential and corridor uses is highly problematic. There is no buffer between these uses, streets simply dead-end into the backs of motels or shopping centers. In one instance, the street leads directly into an auto-repair yard. On the south side of PCH, residential structures directly abut the retail/office uses without any buffers.

B. PROPOSED

While the PCH/MLK Neighborhood Center is one of the proposed Neighborhood Centers, the type of retail should have take advantage of both the high-volume of traffic and the proximity of two large educational institutions. It is envisioned that the PCH Center have a campus-oriented retail focus with uses such as office supply stores, reprographics stores, coffee shops and book stores.

Land Use

This plan encourages parcel consolidation along PCH to allow for larger retail development. On the south side of PCH, that would include increasing the depth of the retail parcels fronting PCH to 200 feet by incorporating some of the existing residential uses and vacating Lemon Street. A proposed new street between Lewis and Cerritos Streets would provide an appropriate buffer between the new retail and residential uses. On the north side of the street, a new street would similarly reconnect Lewis Avenue with Lemon Avenue. The types of campus-oriented retail uses that would be desirable in this center include office supply stores, reprographics stores, coffee shops and bookstores.

The existing retail between the Poly campus and PCH over the long term would become a part of that campus, providing critically needed additional space for the existing school. As an alternative, the rehabilitation of the existing retail is recommended.

The existing retail slated to remain would be upgraded with façade rehabilitation and signage programs, and the recruitment of more viable and appropriate retail. While auto parts sales are an appropriate use for this high-traffic corridor, auto-repair would be relocated elsewhere in the city as the proximity of residential uses makes auto-repair an unsuitable use.

MLK Jr. Community Park would be expanded, with the vacation of 19th Street between Lemon and Orange Avenues, to a new street (extension of the previously discussed street) between Lemon and Orange Avenues. The designated alternative land use for this block is well designed high-quality multifamily housing.

There would be a long-term conversion of the residential area between 17th and 19th Streets behind the retail on PCH to well-designed high-quality multifamily housing.

Circulation & Parking

Neighborhood vehicle and pedestrian traffic access and circulation, is affected by the four streets (Linsley Court, Lewis Avenue, Corinne Avenue, and Cerritos Avenue) on the north side of Pacific Coast Highway (PCH), which dead end at the rear of the retail-commercial properties fronting on PCH. To improve access and circulation on the north side of PCH, it is proposed to vacate the public right-of-way south of 19th Street on Linsley Court, Corinne Avenue, and Cerritos Avenue, leaving only Lewis Avenue. In conjunction with the street vacations, and to provide additional local circulation, it is also proposed to construct a new east-west street at rear of the commercial properties on PCH between Lewis Avenue and Orange Avenue.

Similarly, on the south side of PCH, it is proposed to vacate the public right-of-way on Lemon Avenue, approximately 100 feet south of PCH. In conjunction with the vacation of Lemon Avenue, and to provide additional local circulation, it is also proposed to construct a new east-west street at rear of the commercial properties on PCH between Lewis Avenue and Cerritos Avenue.

The new retail uses would provide on-site parking.

Urban Design:

Open Space & Streetscapes

Due to the narrow width of the sidewalks along the boulevard, street tree planting is not permitted. Instead, 10' to 20' landscape setbacks with trees and other plantings would be required along the street frontage of the proposed Retail parcels. Trees within these setbacks would also help create desirable shade along the street. In addition, a small pocket park is proposed at the southeast corner of Pacific Coast Highway and Orange Avenue in conjunction with the proposed Sav-On project, introducing "green" along the highway.

An additional two acres of open space would be provided south of Martin Luther King Jr. Park for development of athletic fields, playgrounds, and picnic areas. Furniture clusters would be located throughout the boulevard, supporting the increased retail parcels and the City College students and staff. It is also possible to make use of the athletic fields available at the school sites within the area, and potentially form partnerships between the City and School to address maintenance.

The proposed new streets would be tree-lined and provide a suitable buffer for the adjacent residential neighborhoods.

Neighborhood Relationships

With the proposed new streets behind the retail frontage, the relationship of the retail with the residential uses would be greatly improved. The new tree-lined streets would provide an appropriate buffer between the uses.

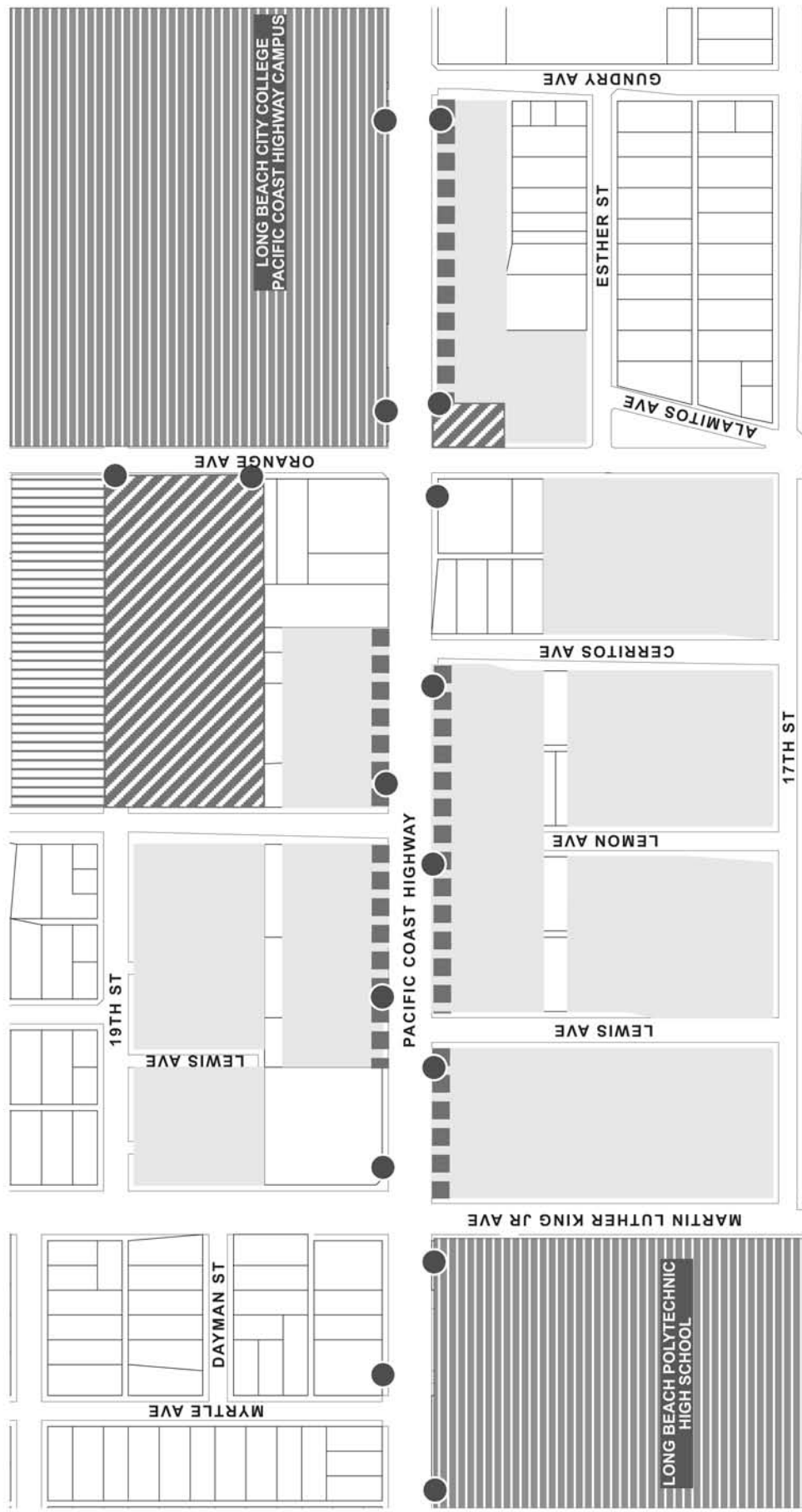






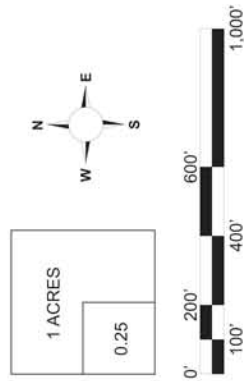


Figure 4-3C
Pacific Coast Highway Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN

-  Existing Park
-  Proposed Park
-  Landscape Setback
-  School Site
-  Furniture Cluster
-  Proposed New/Upgraded Development



4.5 WEST ANAHEIM STREET NEIGHBORHOOD CENTER

A. EXISTING CONDITIONS

The West Anaheim/Cedar Neighborhood Center is located on West Anaheim Street between Magnolia Avenue and Pine Avenue.

Land Use

The existing land uses within this Neighborhood Center are generally neighborhood-oriented retail and office uses, institutional uses, and single- and multifamily housing.

Retail & Office

The majority of retail uses along West Anaheim are neighborhood serving (restaurants, laundry, bakeries, etc.) with local office uses (accountants, dentists, doctors, etc.). There are a few small restaurants and fast food drive-thrus as well. There are no grocery stores within this center.

There are several historic buildings from the early 1900's along this stretch of West Anaheim. These buildings, generally two story in height, have retail on the lower floors and residential uses above. While the original architecture is still intact, building upgrades, façade and signage improvements are strongly needed. Most of the other uses are located within L-shaped strip centers where the buildings are nondescript in style with little architectural character and are generally in fair condition. Façade and signage improvements would help improve the corridor's appearance.

A medical center is located just north of the corridor at the corner of 14th Street and Chestnut Avenue. Another medical facility is located on the southeast corner of Pacific and Anaheim. In addition, a rescue mission is located adjacent to the 14th Street Park and Pacific Avenue.

A gas station is located on the corner of Magnolia and Anaheim. The area west of Magnolia marks the beginning of the Magnolia Industrial District, which extends to Santa Fe across the river to the east and from PCH to Anaheim. The Industrial District also extends to include a triangular area south of Anaheim Street. Industrial uses are well separated from the residential by changes in topography.

Residential

Several multifamily structures in poor condition are located on the south side of Anaheim Street. As mentioned earlier, some of the historic buildings also have residential uses in the upper floors.

The area north of Anaheim falls within the Washington School neighborhood. This area is characterized by dense multifamily (rental) residential uses. Substandard alleys and lot widths present problems, as does poor housing maintenance and many heavily deteriorated structures.

A mix of apartments and single-family homes characterizes the area south of Anaheim. While some of these homes are historic and have been restored, most of the homes are in deteriorated condition. The apartment buildings are dilapidated and overcrowded.

Underutilized and Vacant Sites

There are two vacant sites within this neighborhood center, one vacant lot on the northwest corner of Chestnut and Anaheim and the other vacant multistory structure (previously Employment Development Division offices) and associated parking lot on the northwest corner of Pacific and Anaheim.

A vacant historic building on north Anaheim Street in the block between Magnolia and Chestnut is being restored to house a community center.

Circulation & Parking

West Anaheim, between Magnolia and Pine Avenues is a four-lane artery with a painted median with a posted speed limit of 30 mph. Anaheim Street is a major east-west artery providing access to I-710 freeway as well as the rest of South Bay. On-street parking is permitted during the day with limits during peak hours. Most of the retail uses do not provide adequate off-street parking.

Urban Design:

Open Space & Streetscapes

The 14th Street Park is located in the former trolley right-of-way just north of Anaheim Street. This park has a playground for children as well as a skateboard park. Mature trees provide shade for the park visitors. This park has become a haven for the homeless and vagrants, making it unsafe for the neighborhood to use. Complaints of drugs, crime, and prostitution have resulted in an almost constant police presence at the park.

Anaheim Street sidewalks are too narrow to accommodate street trees and there are hardly any street amenities such as trashcans and benches.

Neighborhood relationships

As mentioned earlier, the Neighborhood Center is surrounded by single- and multifamily homes. The interface between the arterial and residential uses varies along the corridor. In several of the blocks, an alley buffers the residential uses from the retail along the corridor. In some cases, the arterial uses abut directly with the homes creating a problem of privacy, security, noise and visual blight.

B. PROPOSED USES

Land Use

The existing historic buildings and the retail within would be upgraded with façade rehabilitation and signage programs and more viable retail attracted with tenant recruitment strategies. Some of the auto-related uses are inappropriate for the pedestrian-oriented emphasis desired for the area and hence would be zoned out allowing for mixed-use development on those parcels.

There are two distinct alternatives for the several blocks bound by Chestnut Avenue, 14th Street, Locust Avenue and Anaheim Street:

- One alternative is based on a proposal for an expansion of 14th Street Park from the Department of Parks, Recreation and Marine. This proposal calls for these four blocks be acquired and developed as a park. Pine and Cedar Avenues would be vacated between 14th Street and Anaheim Street. In addition, the proposal calls for a new park on the vacant parcel directly north of the Medical Center and the creation of linkage from these new parks to the Los Angeles River along the abandoned trolley line r-o-w.
- The second alternative proposes a mix of retail, residential and mixed-use projects for this area. Anaheim, Chestnut, 14th Street and Cedar Avenues surround a critical block for revitalization, which has deteriorated retail and multifamily residential uses. This block would be redeveloped with new mixed-use development that fronts the park, new and upgraded retail along Anaheim.

The block directly to the east would also have a mix of new multifamily development, new and upgraded retail. The block between Pacific and Pine would provide a prime site for a mixed-use development that could include retail, office and residential uses. The scale of this development would be two-three stories with the massing closer to the street edge.

Circulation & Parking

No vehicle and pedestrian access and circulation changes are proposed based on retail and mixed-use land use as the predominant land use on the north side of West Anaheim Street. However, as an alternative land use plan, it is proposed to change the retail and mixed-use land uses on the north side of West Anaheim Street to park use, in the block between Chestnut Avenue and Cedar Avenue, and in the block between Pacific Avenue and Pine Avenue. In conjunction with the alternative park land use, it is also proposed to close the local street that would separate the existing landscaped green belt from the proposed park use.

Urban Design:

Open Space & Streetscapes

Street trees would be introduced along sidewalks, but require tree grates due to the narrow sidewalk width. Tree species would need to be small and/or upright species to accommodate the limited space. Planting would also be introduced within 10' to 20' landscape setbacks along the street frontage of Mixed-Use parcels. There are two areas identified as potential park site locations. Both locations would give the street an increased landscape presence, as well as provide playground, picnic, and athletic opportunities. It is proposed that development of the eastern parcel, which requires the closure of Pine Avenue, occur first. In addition, extension of the linear park would provide pedestrian linkage to the LA River. Both new and existing parking lots should receive increased landscape planting as well, including the introduction of shade trees. And, once again, furniture clusters at street intersections should support the various neighborhood retail and park visitors.

Neighborhood relationships

As mentioned earlier, the buffers between the retail and residential varies. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would both shield the residence from noise and provide privacy, but also be visually appealing.

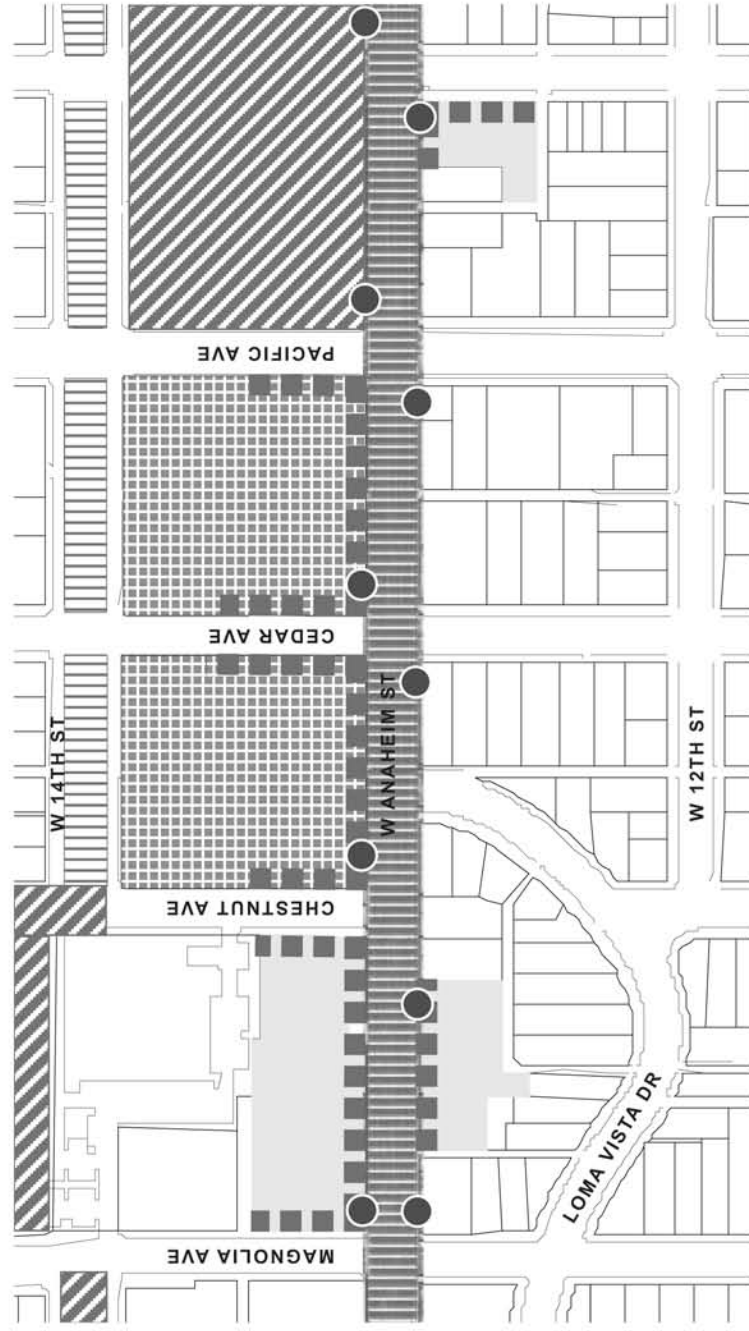
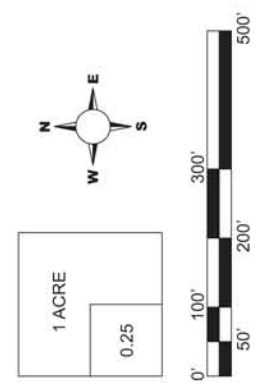


Figure 4-4C
West Anaheim Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN

- Street Tree Program
- Existing Park
- Proposed Park
- Landscape Setback
- Alternative Park Site Location
- Furniture Cluster
- Proposed New/Upgraded Development



4.6 EAST ANAHEIM STREET NEIGHBORHOOD CENTER

A. EXISTING CONDITIONS

The East Anaheim/Cedar Neighborhood Center is located on East Anaheim Street between Alamitos Avenue and Gaviota Avenue. This ethnically diverse section of East Anaheim with an Asian and Hispanic population is also the hub of one of the largest concentrations of the Cambodian community in Southern California.

Land Use

The existing land uses within this Neighborhood Center are generally ethnic-oriented retail and office uses, institutional uses, and single- and multifamily housing.

Retail & Office

The majority of retail uses along this stretch of East Anaheim are neighborhood serving uses located within recently built L-shaped shopping centers. These centers include restaurants, jewelry stores, cleaners, and ethnic supermarkets. The three major centers are the Thai Binh Plaza, An Dong Market, and the two-story Meekong Center.

Several freestanding fast food restaurants are present within this center. There are also several historic buildings from the 1920 -1940's along this stretch of East Anaheim. These buildings, generally two stories in height, have retail on the lower floors and residential uses above. While the original architecture is generally intact, building upgrades, façade and signage improvements are strongly needed. Façade and signage improvements would help improve the corridor's appearance. Office uses in the area include accountants, realtors, dental and medical offices.

There are several inappropriate uses within this center. These include auto-repair and supply stores, storage facilities, and industrial uses.

Lincoln Elementary School is located behind retail uses south of Anaheim between Alamitos and Orange Avenues. A block away, on the north side of Anaheim, MacArthur Park, a neighborhood park with playlots, picnic areas, and tennis courts is located. The park is also the location for the Mark Twain Neighborhood Library, which is undersized for its needs. The library is planned to be relocated to the block across Gundry Avenue and rebuilt as a larger, state-of-the-art facility.

A 3-acre Salvation Army Distribution facility is located on the north side of the street behind the An Dong Market, taking up the rest of that block.

Residential

While there are no residential buildings on Anaheim Street, some of the historic commercial buildings have residential uses in the upper floors.

Dense multifamily (rental) residential uses and single-family homes characterize the area on both sides of Anaheim. While some of these homes are historic and have been restored, most of the homes are in deteriorated condition. The apartment buildings are prematurely dilapidated and overcrowded.

Underutilized and Vacant Sites

There are two vacant sites within this neighborhood center on the northwest and northeast corners of Peterson and Anaheim. The northwest corner of Peterson and Anaheim has been earmarked for the library relocation mentioned earlier.

Circulation & Parking

East Anaheim, between Alamitos and Gaviota Avenues is a four-lane artery with a painted median with a posted speed limit of 30 mph. Anaheim Street is a major east-west artery providing access to I-710 freeway as well as the rest of South Bay. On-street parking is permitted during the day with limits during peak hours. Most of the retail uses within the new retail centers provide adequate off-street parking although the parking supply to serve the older streetfront retail uses is inadequate.

Urban Design:

Open Space & Streetscapes

Due to the narrow width of the sidewalks, there are no street trees along Anaheim Street in this center. The park frontage provides a welcome respite. Street amenities such as trashcans and benches are generally lacking. Lincoln Elementary also has very little landscaping.

Neighborhood relationships

As mentioned earlier, the Neighborhood Center is surrounded by single- and multifamily homes. The interface between the arterial and residential uses varies along the corridor. In several of the blocks, an alley buffers the residential uses from the retail along the corridor. In some cases, the arterial uses abut directly with the homes creating a problem of privacy, security, noise and visual blight.

B. PROPOSED USES

Land Use

The existing historic buildings and the retail within would be upgraded with façade rehabilitation and signage programs, and more viable retail would be attracted with tenant recruitment strategies.

Some of the auto-related uses, storage and light industrial uses are inappropriate for the pedestrian-oriented emphasis desired for the area and hence would be zoned out allowing for mixed-use development on those parcels.

As mentioned in the earlier section, Mark Twain Library is proposed to be relocated to the block adjacent to its current location where a new, larger facility will be built. MacArthur Park would be expanded to include the vacated site and this plan calls for the Gundry Avenue to be closed off so that the park is directly linked to the library without any vehicular conflicts.

The retail between Lincoln Elementary and Anaheim could either be upgraded as neighborhood serving retail or become a part of the school campus providing much-needed open space for the students and allow the school to create a presence along Anaheim Street.

Over the long term, the major land use changes are proposed for the currently inappropriate uses and vacant/underutilized parcels. These changes would include creating a mixed-use designation that permits retail, office and residential including senior housing along Anaheim. The scale of this type of development would be two-four stories with the higher massing closer to the street edge.

The plan would require for the surrounding residential uses to be upgraded over time. Some of the potential methods have been discussed in Chapter 3: Area-wide Recommendations.

Circulation & Parking

Vehicle and pedestrian traffic access and circulation, and parking are adequate to meet expected needs produced by the proposed land use plan. However, to reduce traffic around the existing MacArthur Park and the adjacent library on the north side of East Anaheim Street, it is proposed to close Gundry Avenue approximately 130 feet north of East Anaheim Street, and provide a turnaround via the existing park-library parking lot. To provide for a safe neighborhood pedestrian traffic crossing to and from MacArthur Park and the library, a pedestrian actuated traffic signal on the west leg of East Anaheim Street at Gundry Avenue is also proposed.

The curbing of the painted median will allow for the addition of much-needed greenery to the street. Also, new development will be required to provide adequate on-site parking for new uses.

Urban Design:

Open Space & Streetscapes

Sidewalk areas along the street are too narrow to introduce street trees. Therefore, landscape planting shall be introduced within the medians wherever possible, and include trees, shrubs, and groundcover. Expansion of the park along Gundry Avenue will also give the street an increased landscape presence. This expansion is made possible only by relocation of the Library. Once again, planting is introduced within 10' to 20' landscape setbacks along the street frontage of Mixed-Use parcels. During the expansion of Lincoln Elementary School, the school is encouraged to provide a greater landscape component, which is greatly lacking in its current condition. And, with the addition of neighborhood retail, as well as upgrades, furniture clusters should be provided at all street intersections.

Neighborhood relationships

As mentioned earlier, the buffers between the retail and residential varies. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would both shield the residence from noise and provide privacy, but also be visually appealing.

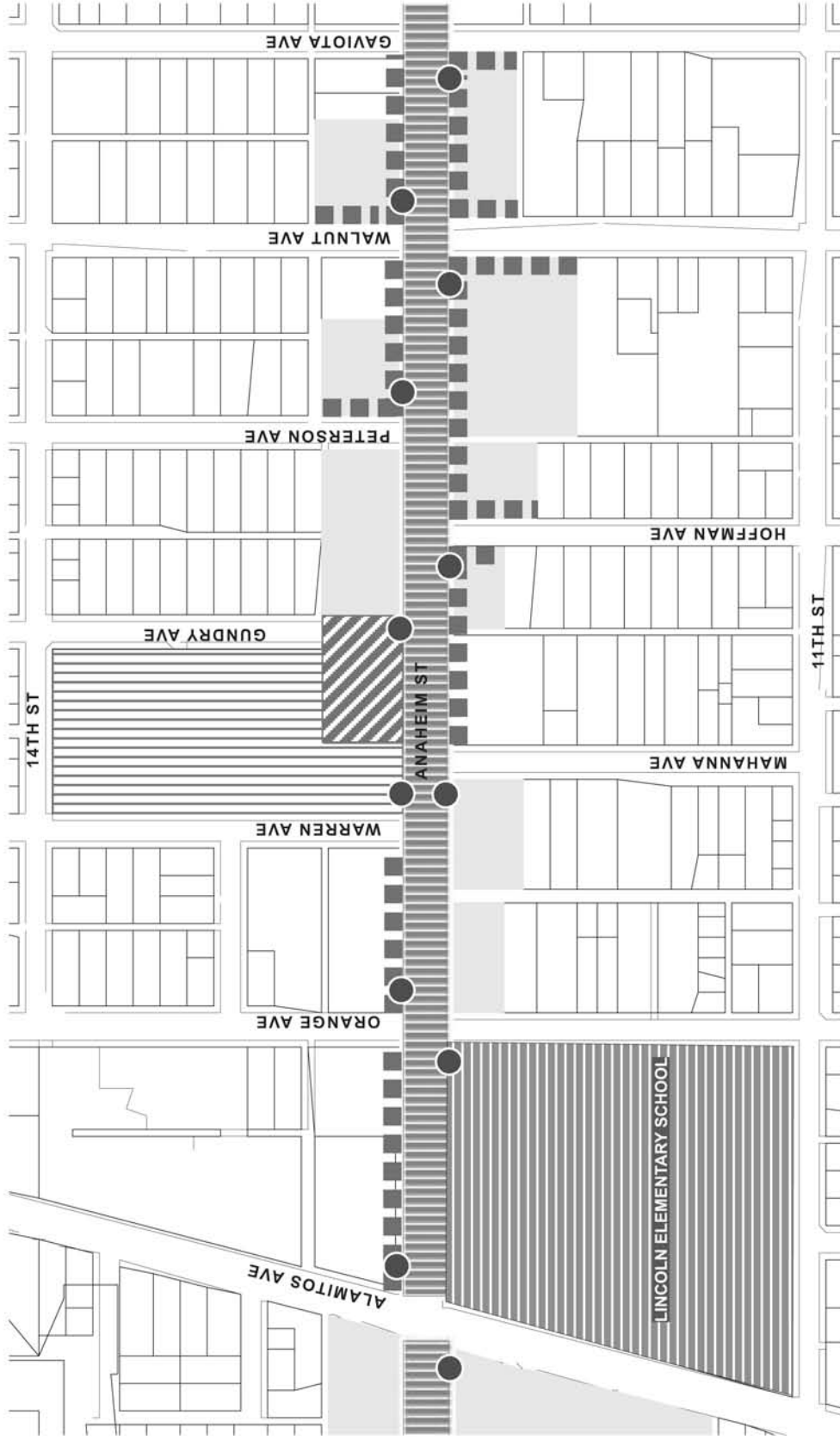
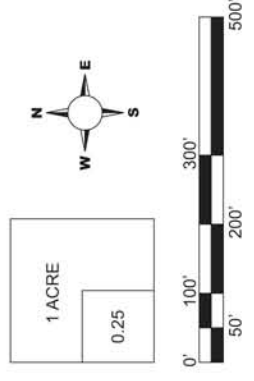


Figure 4-5C
East Anaheim Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN

- Median Landscape
- Existing Park
- Proposed Park Expansion
- Landscape Setback
- School Site
- Furniture Cluster
- Proposed New/Upgraded Development



4.7 EAST SEVENTH STREET NEIGHBORHOOD CENTER

The East Seventh/Orange Neighborhood Center is located on East Seventh Street between Alamitos Avenue and Walnut Avenue. This node is at the eastern edge of the East Village Arts District and to the west of the Eastside neighborhood. Seventh Street is a major gateway to Downtown from the east.

Land Use

Dense multifamily housing and some retail uses dominate the existing land uses within this Neighborhood Center.

Retail & Office

An older drugstore, Sav-On Express, with associated neighborhood stores such as a drycleaner, laundry and clothing store is located between Almond and Nebraska Avenues. This center is poorly designed and provides a blank face to Seventh Street. The stores within the center are also marginal.

There are also several historic buildings from the early 1900's along this stretch of East Seventh Street. These buildings, generally two stories in height, have retail on the lower floors and residential uses above. While the original architecture is generally intact, building upgrades, façade and signage improvements are strongly needed. Façade and signage improvements would help improve the corridor's appearance. Office uses in the area include accountants, realtors, dental and medical offices.

Other retail businesses located along this street include a car wash, several restaurants, boutiques, restaurants, beauty salons and liquor stores. The inappropriate uses within this center include a dilapidated motel, auto-repair and supply stores.

This neighborhood is also the location for the Museum of Latin American Art on Alamitos Avenue just south of Seventh Street. It is our understanding that one property owner controls the rest of this block and may have plans to develop the entire block. Franklin Middle School is located behind retail uses south of Seventh between Cerritos and Orange Avenues with a parking lot that fronts Seventh Street.

Residential

The majority of the Seventh Street frontage is dense multifamily apartments built in the middle of the last century. Most of these are in poor condition and should be upgraded. This part of Seventh Street is zoned for high density residential. There is a recently built medium density multifamily project that is set back from the street allowing for landscaping that provides a buffer from the street.

There are several historic residential districts located around this center. The Craftsman District is generally bound by the alley between 9th & 10th Streets, Walnut Avenue, alley between Hellman and Seventh Street, and a parcel depth west of Orange Avenue. Within this district, Toledo Walk is a charming pedestrian street between Hellman and Seventh Street with cottages opening on to it. Brenner Place is a courtyard with historic homes accessible off of Alamitos Avenue.

While 8th and 9th Streets are primarily single-family residential, Hellman, Orange, and Cerritos Avenue have a mix of apartments and single-family homes. South of Seventh Street is generally a mix of dense multifamily (rental) residential uses and single-family homes. While some of these homes are historic and have been restored, most of the homes are in poor condition. The apartment buildings are prematurely dilapidated and overcrowded.

Underutilized and Vacant Sites

There are no vacant parcels in this center although several structures are vacant and/or underutilized including a motel between Alamitos and Cerritos.

Circulation & Parking

East Seventh Street, between Alamitos and Walnut Avenues is a four-lane artery with a painted median and a posted speed limit of 35 mph. Seventh Street is a major gateway to Downtown from the east. And is also a major east-west travel artery providing access to I-710 freeway as well as the rest of South Bay. On-street parking is permitted during the day with limits during peak hours. While the drugstore provides off-street parking, most of the retail uses do not have adequate parking. The residential uses provide parking accessed from either the street or the alley.

Urban Design:

Open Space & Streetscapes

Due to the narrow width of the sidewalks, there are hardly any street trees along Seventh Street in this center. Street amenities such as trashcans and benches are generally lacking. This area has an extreme shortage of open space.

Neighborhood relationships

As mentioned earlier, the Neighborhood Center is surrounded by single- and multifamily homes. Since most of the uses along the arterial are also residential, the interface issues with the neighborhood relate more to scale than to use conflicts. In several of the blocks, an alley buffers the single-family residential uses from the high-density residential along the corridor. In some cases, the arterial uses abut directly with the homes creating a problem of privacy, security, noise and visual blight.

B. PROPOSED

Land Use

The goal of the Framework Plan is to focus the uses in this Center to neighborhood-related pedestrian-oriented uses and high-quality multifamily uses and open space that form a synergy with institutional uses and open space.

The neighborhood commercial focus would be focused on the Sav-On site. This site should be fully rehabilitated with a grocery store and supporting viable retail. The site should be expanded to incorporate the residential structures located on Almond and north of Sixth Street immediately adjacent to the existing structure. The new project should be oriented towards the street with a landscaped setback, street entrances, and display windows.

The corner sites at Alamitos and Orange should be maintained as retail sites and upgraded with façade rehabilitation and signage programs and more viable retail uses attracted with tenant recruitment strategies. Some of the auto-related uses are inappropriate for the pedestrian-oriented emphasis desired for the area and hence would be zoned out.

The retail between Franklin Middle School and Seventh Street could either be upgraded or become a part of the school campus providing much-needed open space for the students and allow the school to create a presence along Seventh Street.

As mentioned earlier, this neighborhood is also the location for the Museum of Latin American Art on Alamitos Avenue just south of Seventh Street. It is our understanding that one property owner controls this rest of this block and may have plans to develop the entire block. Two other alternatives are proposed for this site as well. One option is to upgrade the existing multifamily housing over time. A second option proposed is a neighborhood park between the Museum and Cerritos Avenue behind upgraded multifamily housing. This park would serve the surrounding neighborhood, could be a joint use facility with Franklin Middle School and be a place for cultural activities related to the Museum and East Village Arts District.

The multifamily structures on the both sides of Seventh Street between Alamitos and Walnut should be upgraded over time to high-quality housing that is compatible with both the surrounding neighborhoods and the busy street. This can be achieved by a change in zoning that requires larger minimum parcel size, setbacks, and stronger design and development standards. The scale of this type of development would be two-four stories with the massing closer to the street edge.

The residential area to the north of Seventh Street must be maintained as a single-family neighborhood. Multi-family structures along Hellman Street would be converted back to single-family homes that are compatible with the rest of the district. Toledo Walk, a pedestrian residential street between Hellman and Seventh Street, would be connected to Seventh Street by the creation of a plaza. The plan would require for the residential uses to the south of Seventh Street to be upgraded over time. Some of the techniques have been discussed in the Area-wide Residential Strategy section.

Several sites have been identified for mixed-use development that would accommodate retail and office uses as well as residential units. These sites are located close to the retail center to create a synergy with the other retail.

The Departments of Parks and the Craftsman District Homeowners Association have identified two other park sites, between Alamitos and Cerritos Avenues on the north side of Seventh Street and the block bound by Cerritos and Orange, Hellman and Seventh, respectively. These are discussed below.

The Craftsman District Neighborhood Association has proposed a hypothetical arts and entertainment facility, museum and associated retail in the north blocks between Alamitos and Orange Avenues. Adjacency to the East Village Arts District makes this a positive general location. The scale and size of this kind of facility is often fairly large and may not be compatible with adjacent uses such as the historic Brenner place homes in terms of mass and height. Any institutional use in this block would require appropriate development standards and design guidelines to assure access and scale compatibility with historic Brenner Place.

Circulation & Parking

No changes to neighborhood vehicle and pedestrian traffic access and circulation are proposed, since existing conditions are adequate to meet the expected needs produced by the proposed land use plan. New mixed-use development will be required to provide on-site parking. For the existing retail, a shared use agreement for parking within the Sav-On center should be developed.

Urban Design:

Open Space & Streetscapes

Due to the impracticality of street tree planting, the planting of trees would be introduced within 10' to 20' landscape setbacks along the street frontage of Mixed-Use and Multi Family Housing parcels. A park site is proposed along Cerritos Avenue, and at approximately two acres in size, would accommodate ample playground and picnic opportunities. There are two other park site locations considered. One sits west of Alamitos and the other sits between Cerritos and Orange. These locations offer flexibility for future planning. An additional feature, a small paved plaza, would be located at the end of Toledo Walk, and provides opportunities for dining and small outdoor events. The existing parking lot at Franklin Middle School should receive increased landscape planting, including the introduction of shade trees. And again, with the addition of neighborhood retail, as well as upgrades, furniture clusters should be provided at all street intersections.

Neighborhood relationships

As mentioned earlier, alleys generally provide the buffers between the arterial and residential uses. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would both shield the residence from noise and provide privacy, but also be visually appealing.

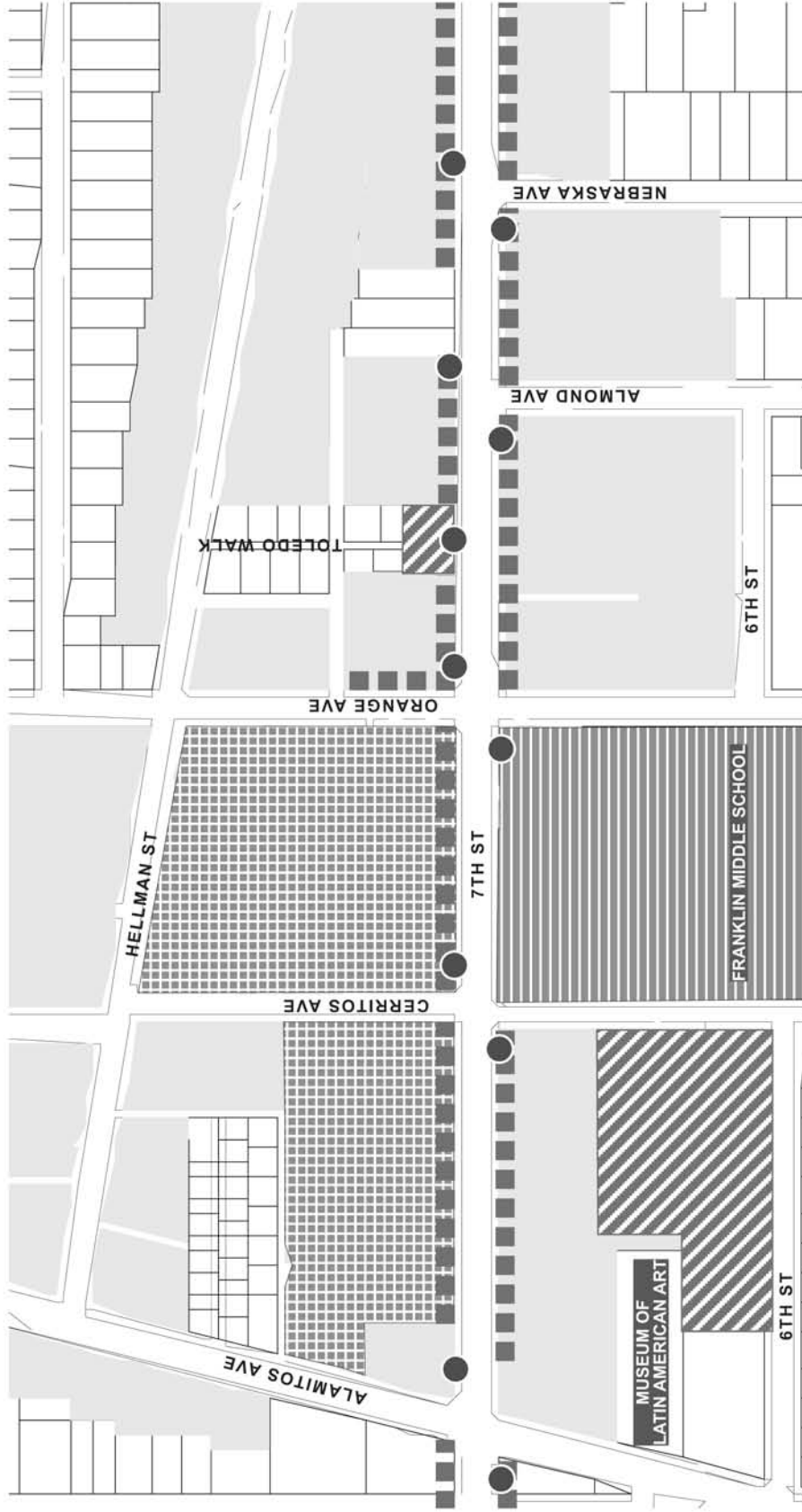
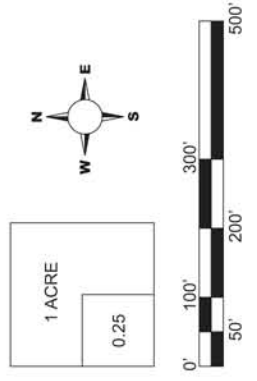








Figure 4-6C
East 7th Street Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN



-  Proposed Park
-  Landscape Setback
-  School Site
-  Alternative Park Site Location
-  Furniture Cluster
-  Proposed New/Upgraded Development

4.8 LONG BEACH BOULEVARD TRANSIT-ORIENTED DISTRICT

A. EXISTING CONDITIONS

The Long Beach Boulevard/20th Street Transit-oriented District is located on Long Beach Boulevard between Pacific Coast Highway and Gundry Avenue.

Land Use

Long Beach Boulevard is the route of the Blue Line Light Rail that links Downtown Long Beach with Los Angeles and is also one of the primary entry points to the City from the I-405 freeway. As such, Long Beach Boulevard is an important street that serves both as a transit and vehicular corridor.

The current predominant land use on Long Beach Boulevard is used-auto sales and auto-repair businesses. Most of these businesses are concentrated north of 21st Street with another small conglomeration closer to Pacific Coast Highway. A couple of bus storage lots along the corridor also contribute to its unappealing appearance. The condition of these businesses and the associated proliferation of signs create a less than attractive environment for this corridor.

A recently built grocery store, Top Valu, is located between 20th and 21st Streets on the east side of the street. This center also has several neighborhood-related retail businesses such as a Chinese restaurant and a drycleaner store.

There are some vacant buildings and parcels along the street. A critical parcel is sited across the Top Valu Store. A vacant parking structure is located on the west side of the street in the block between PCH and 20th Street.

Residential

There are a few single-family homes, one adjacent to the Top Valu, and a couple of apartment buildings along Long Beach Boulevard. The surrounding residential neighborhoods consist of very dense, primarily multifamily units (cracker boxes), overcrowded, subdivided single-family units and some single-family homes. These neighborhoods are somewhat deteriorated and have a mix of architecture styles.

Circulation & Parking

Long Beach Boulevard is a four-lane artery with a landscaped median where the Blue Line runs. While the posted speed limit is 30mph, the observed speeds are higher. On-street parking is permitted during the day with limits during peak hours. Most of the uses provide adequate on-site parking.

Urban Design

The Blue Line runs along a median within the Long Beach Boulevard right-of-way. This median forms a barrier between the neighborhoods on the two sides of the street.

Open Space & Streetscapes

The streetscapes along Long Beach Boulevard are well developed. The sidewalks and the median have plantings of palm trees and low-scale shrubbery.

There are no parks along the street or in the surrounding adjacent neighborhoods and the lack of open space in this area is of major concern.

Neighborhood relationships

Alleys generally form the interface between the retail frontage and the adjacent residential uses.

B. PROPOSED

As described in Chapter 3: Area-wide Recommendations, it is envisioned that Long Beach Boulevard have a Transit-oriented Development focus. Transit Oriented Developments (TOD's) are mixed-use, walkable communities developed around transit stops, usually within 1/4 mile. TOD's significantly reduce auto dependency and can help revitalize areas and offer a new model for managing growth. Another major recommendation for this center is to consolidate the auto-related uses to a four-block section and limit certain types of activities within this area.

Land Use

Transit-oriented uses are proposed around the Blue Line transit stop at PCH and transit-oriented development is proposed along the corridor from PCH to 20th Street. The auto-related uses would be concentrated to the area north of 21st Street between 21st Street and Gundry Avenue.

Top Valu Grocery Store should be maintained as the core of the neighborhood center with additional complementary neighborhood-related retail uses. A potential site for a drugstore is the site adjacent to the Top Valu store, currently occupied by a single-family residence and an auto-sales and repair business.

Auto-related uses would be concentrated north of 21st Street. Auto uses would be restricted to auto-sales only with no auto-repair/storage allowed. Bus storage and self-storage facilities from this area would be relocated elsewhere. Design standards and guidelines that regulate the signage for these businesses and appropriate setback and screening requirements will help create an attractive environment along Long Beach Boulevard.

The lack of open space is of major concern. A neighborhood park is proposed on the vacant site on the west side between 20th and Willard Streets. An ideal site for a Community Center is on the site north of the proposed park with the vacation of Willard Street. The alternate land use for these two blocks is transit-oriented development as defined above.

The Redevelopment Agency is currently working with a developer to build a 60-unit multifamily project in the block between Dayman and 19th Streets on the east side of Long Beach Boulevard. This development includes live-work units along the Long Beach Boulevard frontage. Appropriately, the buildings are taller along the street edge and gradually lower to two stories at the back of the site adjacent to the existing single-family residences.

The surrounding residential uses over the long-term should be upgraded to high-quality multifamily uses with design and development standards that require adequate setbacks and quality of construction.

Circulation & Parking

Vehicle and pedestrian traffic access and circulation, is affected by the MTA Blue Line Light Rail Transit running down the middle of Long Beach Boulevard. Parking is adequate to meet expected needs produced by the proposed land use plan. Since the Blue Line limits left-turn access to major intersections, and the proposed land use plan calls for transit oriented development south of 20th Street, the consolidation of the four blocks on the east side of Long Beach Boulevard south of 20th Street into three blocks is proposed. It is proposed to vacate the public right-of-way of Rhea Street for approximately 150 feet east of Long Beach Boulevard. To provide additional local circulation, it is also proposed to construct a new street on the east side of Long Beach Boulevard between 19th Street and 20th Street.

New projects will be required to provide on-site parking.

Urban Design:

Coordinate with the Police Department regarding enhanced security procedures.

Open Space & Streetscapes

Existing street tree planting includes Mexican Fan Palms along sidewalks and dense planting of trees, shrubs, and groundcovers within the medians. Planting would also be introduced by the addition of 10' to 20' landscape setbacks along the street frontage of Auto Sales parcels, which would be landscaped to screen the car lots behind. A proposed park site along the west side of the boulevard would be located between 20th Street and Willard Street. At approximately one acre, the park would support informal play, playground, and picnic areas. Parking lots should receive increased landscape planting, including the introduction of shade trees at Top Valu Market. Furniture clusters would be located at intersections and support the retail and auto related uses along the boulevard.

Neighborhood relationships

As mentioned earlier, alleys generally provide the buffers between the retail and residential uses. Where existing alleys have been encroached upon, their restoration will restore the buffer. In other cases where retail uses directly abut the residences, a wall with plantings should be provided by the retail, which would both shield the residence from noise and provide privacy, but also be visually appealing.

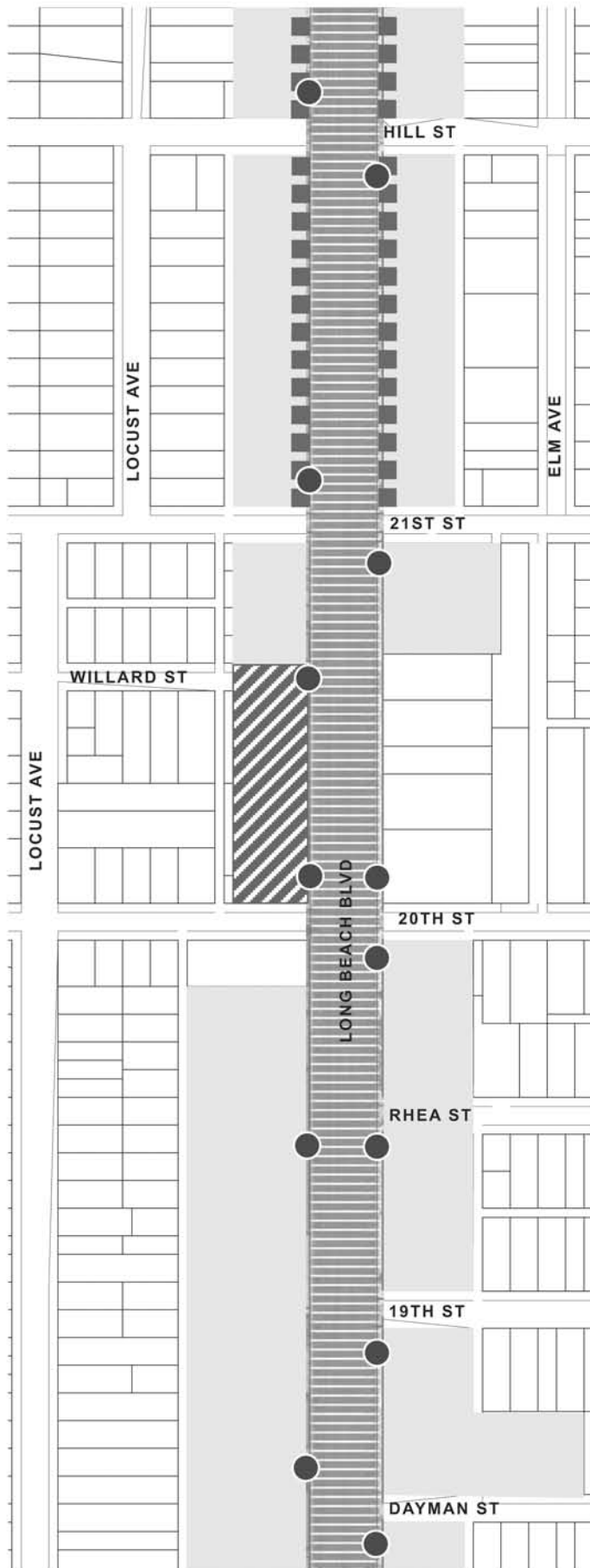







Figure 4-7C

Long Beach Boulevard Neighborhood Center
PROPOSED OPEN SPACE &
STREETSCAPES PLAN

-  Street Tree Program
-  Proposed Park
-  Landscape Setback
-  Furniture Cluster
-  Proposed New/Upgraded Development

